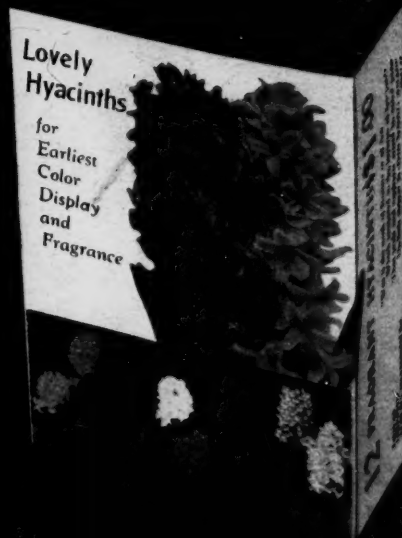



MODERN PACKAGING

OCT
1933





YOUR PACKAGE *Seals your product's* DESTINY

YOURS IS THE RESPONSIBILITY—
TO GIVE YOUR PACKAGE EVERY
POSSIBLE APPEARANCE ADVANTAGE.

ADD IMPETUS TO SALES BY
AVAILING YOURSELF OF THE
SERVICES OF A SKILLED CREATIVE
PACKAGING ORGANIZATION.

BROOKS & PORTER INC.
304 HUDSON ST., N. Y.
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CREATIVE STYLISTS
AND MANUFACTURERS
OF FOLDING CARTONS,
COUNTER AND
WINDOW DISPLAYS





IMPROVEMENT can never come out of imitation. The imitator follows, never leads.

The metal caps illustrated on this page were originated and pioneered by Phoenix . . . Phoenix alone.

Further . . . the lacquers, metal coatings, liners, rubber compositions, and numerous other materials which enter into the fabrication of these closures, are the result of Phoenix research and experiment.

Imitation products are inseparable from imitation quality and imitation service. That which is imitated must first be originated.

PHOENIX METAL CAP CO.

METAL CAPS FOR GLASS PACKAGES

OFFICES: Chicago, 2444 West 16th Street; Brooklyn, 3720 14th Avenue; Philadelphia, 1601 Fox Theatre Bldg.; Boston, 131 State Street; Cleveland, 1109 Guardian Bldg.; Cincinnati, 901 American Bldg.; St. Louis, 5820 Itasca Street; San Francisco, 200 Davis Street; Los Angeles, 765 Stanford Avenue.

MODERN PACKAGING



OCTOBER 1933 • VOL. 7 • NUMBER 2

CHARLES A. BRESKIN—General Manager. **D. E. A. CHARLTON**—Editor.
PERRY H. BACKSTROM—Eastern Advertising Manager. **ALAN S. COLE**—Western
Manager. **JULIAN R. McKINNEY**—Art Director. **A. J. CEDERBORG**—Sales Promotion.
A. Q. MAISEL—Production Manager. **R. C. MacDOUGALL**—Circulation Manager.



Contents



During the month of October and continuing into November, the Permanent Packaging Exhibit will feature a showing of bags and envelopes, including various shapes, styles and materials used. This exhibit is open to visitors from 9.00 A.M. to 5.00 P.M. every weekday and from 9.00 A.M. to noon on Saturday.

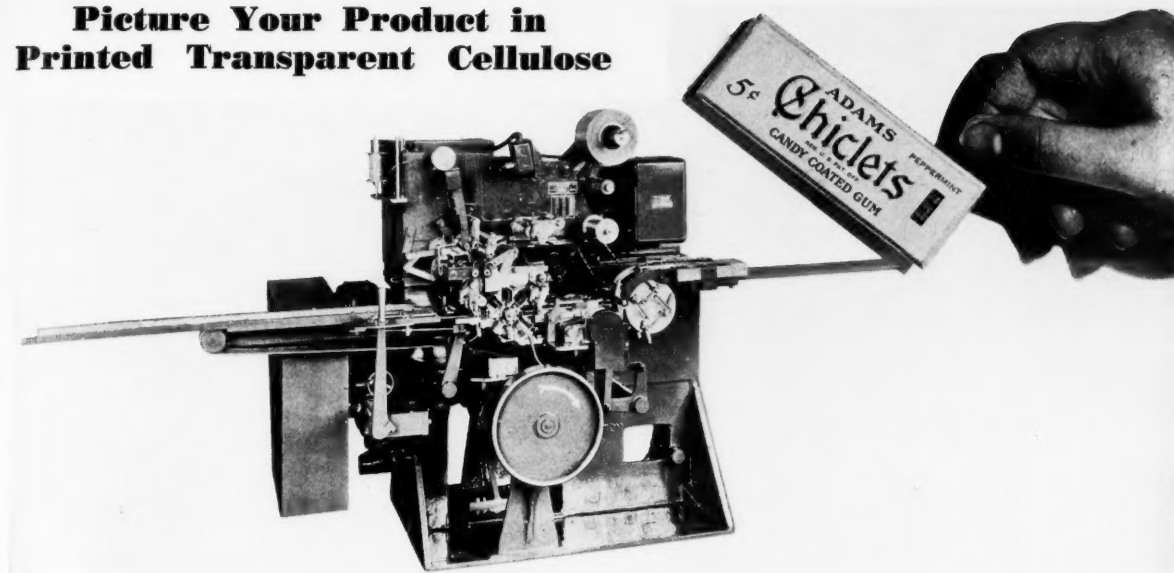
For production executives, the article "Variable Speed Control for Packaging Machinery" which appears on page 44 of this issue will hold special interest as describing a means of synchronizing operations throughout an entire line of packaging units.

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**Picture Your Product in
Printed Transparent Cellulose**



***It Is Practical Because of* The New Redington *High Speed* Wrapping Machine**

Attractiveness . . . visibility . . . economy and protection . . . These are the advantages of a printed cellulose wrap. But it has often been impractical from a production standpoint—until now.

1. *The Easy Opening Strip.*
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4. *Compact—smooth running.*

This new Redington is *the most complete and perfect wrapping machine* for transparent materials yet built. In daily operation it demonstrates its capacity for unusual speeds—its smoothness and quietness of operation that augurs well for long life at a minimum of upkeep expense. Means for applying that latest and very important improvement, the EASY OPENING STRIP, may be had. When a transparent wrapping with a printed design is used the machine is equipped with a photo-electric cell controlled registering means.

Isn't that a machine worth looking into? Send us a sample of your product. There's a good chance this new Redington can be adapted to your needs.

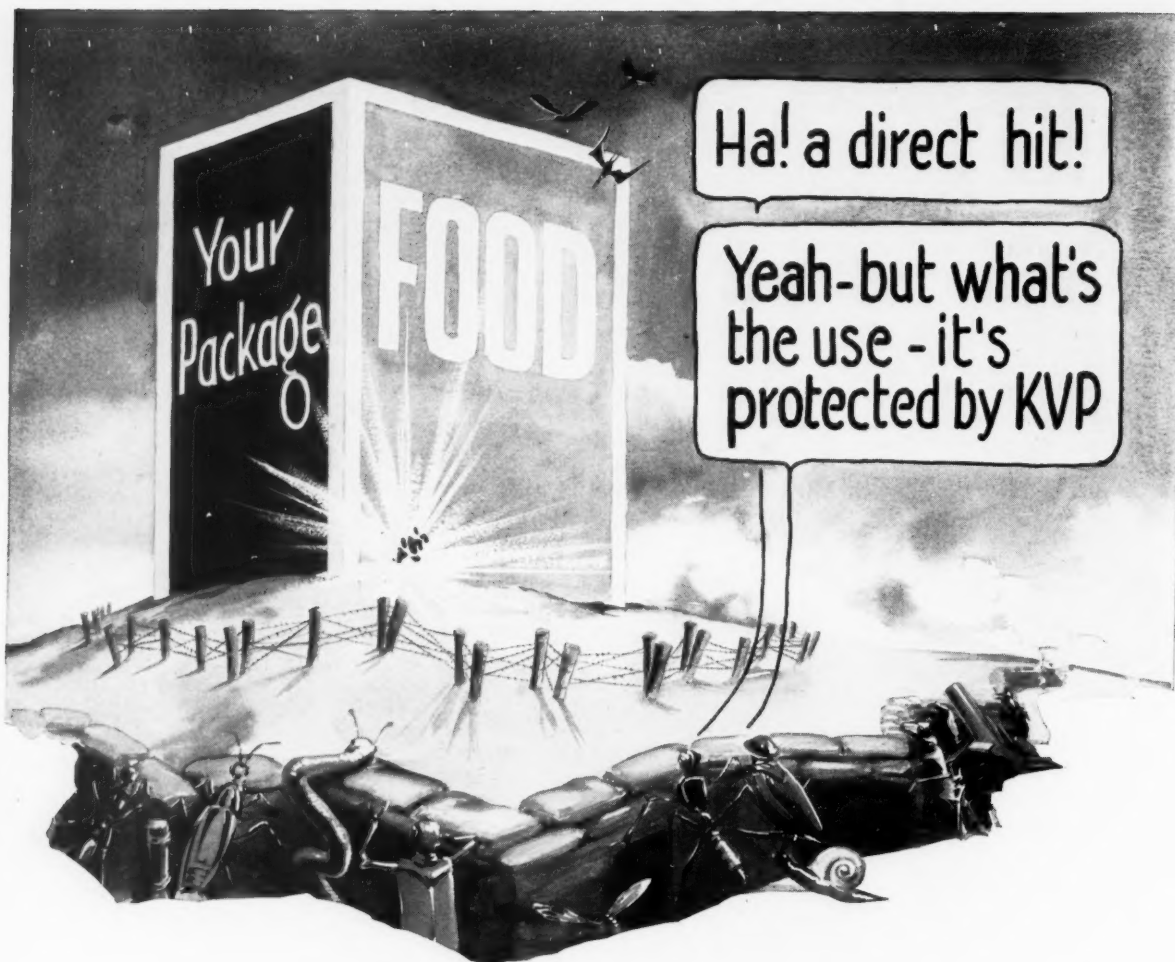


"If It's Packaging—Try Redington First"

F. B. REDINGTON CO., (Est. 1897)
110-112 So. Sangamon St., Chicago, Ill.

REDINGTON Packaging MACHINES

Economical for Packaging - Cartoning - Labeling - Wrapping



Send for this booklet. It may help you solve a bothersome packaging problem.

"Waxed Paper Is A Protective Skin — —Keeps Badness Out And Goodness In."

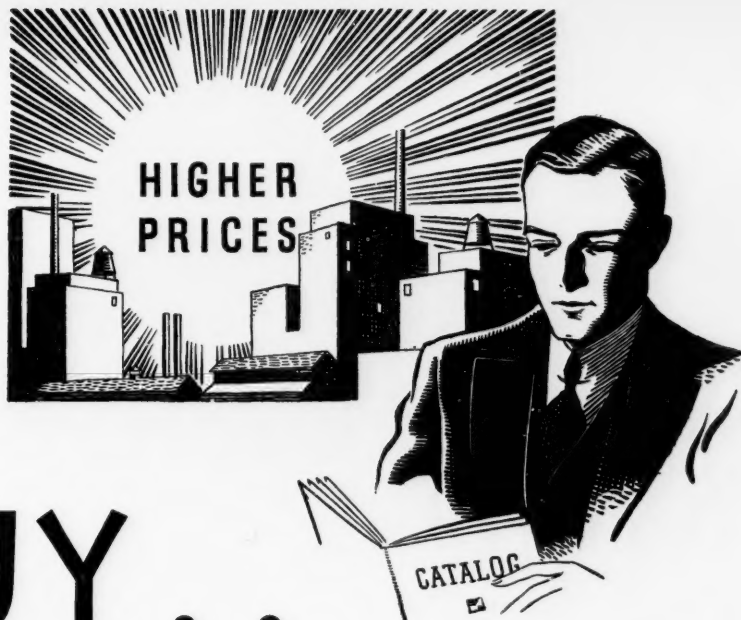
Incessant warfare! Never from the moment it is filled until it reaches the consumer's table is your package free from enemy attack.

Moisture and dryness—heat and cold—rough handling and long storage—insects and vermin—all conspire against it and against repeat orders.

Proper packaging pays! KVP can be of help to you.



KALAMAZOO VEGETABLE PARCHMENT CO.
PARCHMENT (KALAMAZOO COUNTY) - MICHIGAN



BUY...

before this new day grows much older!

It is not the intent of the N. R. A. to discourage modernization of plants. This would be both short-sighted and stupid—quoting the words of General Johnson himself. He says: "I think that the necessary installation of new equipment should go forward."

Two things are obvious to every manufacturer. The first is that prices are going UP. The second is that to buy now means to save money—and the sooner you buy the more you will save.

And you *can* buy Pneumatic equipment now and take advantage of today's prices—even though you are not prepared to make a substantial investment at this time. Pneumatic offers you the convenience of a buying plan designed to meet today's conditions—a plan that eliminates the need of a burdensome initial investment and makes it possible for you to acquire needed Pneumatic equipment at once.

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San Francisco, 320 Market St.; Melbourne, Victoria; Sydney, N. S. W. and
Trafalgar House, No. 9 Whitehall, London, England

OCTOBER, 1933

5

\$EFTON

Save the Difference Cans

WHAT do we mean by the "\$" sign ...
and the "¢" sign ...
and the slogan,
"Save the difference"?

JUST THIS!...

If you are now packing a product that can be packed in Sefton Fibre Cans, and if you are not using them the chances are that you can cut your packaging cost by using Sefton Cans and have a container just as good and possibly better for LESS MONEY.

Why?...

Because Fibre Cans
cost less in raw material (*fibre*),
cost less to manufacture (*simple process*)
and because
Sefton's up-to-the-minute equipment, operated continuously in three daily shifts, cuts down operating costs to a minimum.

That's why Sefton can quote low prices on quality cans and still make a decent profit.



ASK OUR REPRESENTATIVE, OR WRITE US

SEFTON NATIONAL FIBRE CAN CO.

3215 Big Bend Road, Maplewood
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telephone directory under
the heading "CANS"

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North Carolina	Greensboro
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Tennessee	Chattanooga Memphis Nashville
Texas	Dallas Houston
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Packages by S & S are Always Out in Front!



In Every Grocery Store... Everywhere



Today it is doubtful if you could find a single grocery store where Stokes & Smith Packages are not prominently displayed.

The photograph reproduced here shows a typical store in a typical neighborhood community, where the grocer has instinctively selected S & S Tight-Wrapped Packages for his window display.

If you are filling, packaging or wrapping products sold in a grocery store, ask a Stokes & Smith Engineer to show you the most economical method of producing really effective packages. Use the coupon. No obligation.

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PACKAGING MACHINERY

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Frankford, Philadelphia, U. S. A.

British Office: 23, Goswell Road, London, E. C. 1

For economy and success, send your packaging problems to S & S . . .



MAIL THIS COUPON . . . MAIL THIS COUPON

GENTLEMEN: Please have one of your Engineers call:

☐ Immediately ☐ When in our vicinity

Name _____ Company _____ Address _____



PASS the "BUCK"

WHY is the relay the fastest race that's run? Because the distance is broken among several runners. Each man can make faster time than if he had the whole distance to run alone.

It's the same with running a business. Seldom can the same sales plan, the same merchandising idea, *the same package*, carry a product forward at top speed throughout its entire history. Conditions change. So do consumers' tastes and desires. Just as spent runners pass the baton or "buck" to fresh runners—so, periodically, a vigorous new package must take the place of one which has run its span.

How long have you had your present package? Is it time to change? Is there a new one—or some

improvement on your old one—which would do a better selling job? The new technique of packaging is too important to ignore. You owe it to your business and its future to find out what the developments—and the opportunities—are.

From the American Can Company, you can get the complete, current picture of today's packaging opportunities—and of what sales-producing packaging ideas are available for your product. The same vision, resourcefulness, and skill which made possible so much of modern packaging are available to you without cost in making your own package more productive. We invite you to use Canco knowledge, counsel and help. We think you will find it profitable.

AMERICAN CAN COMPANY
230 PARK AVENUE • NEW YORK 



PRICE *and* VALUES

Price, of course, is always an important consideration in the purchase of box covering papers, but to select a paper by price alone is to ignore the primary object of your purchase which is . . . results.

If you want boxes of outstanding beauty and character — boxes that will give to your product an enduring atmosphere of quality that is unmistakable — specify ARTCOTE Gold, Silver and Copper Coated Papers.

Their lasting lustre, rub-proof finish, perfect printing and folding qualities — all help to impart the distinction, character, eye-value that you seek for your package.

ARTCOTE Gold, Silver and Copper Coated Papers are made in many embossed patterns as well as the smooth finish.

Write for complete set of samples. Working sheets gladly sent on request.

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ARTCOTE PAPERS, INC.
IRVINGTON, N. J.

ARTCOTE

Changing?

HOW ABOUT A STOCK CONTAINER LIKE THIS



● Are you planning to ride in full sway on the tide of recovery—with a brand new package? Then lose no time in consulting Owens-Illinois—where glass packaging ideas abound and constantly improved processes of manufacture make possible their realization. *OnIzed* containers offer you an excellent and economical way to improve your package and get your full slice of the new market which is awakening.

Make your selection from our extensive *OnIzed* line—comprising stock shapes and sizes of all types of modernized glass containers for cosmetics and proprietaries. Styles are designed to be used with modern closures which afford permanent protection to the contents, while permitting easy opening and a simple and efficient re-seal. *OnIzed* containers are “right for the times”. Send today for samples and complete information. Owens-Illinois Glass Company, Toledo, Ohio.

OWENS-ILLINOIS







ONE more attractive in design—in a different size or shape—more colorful in lithography—more convenient for the consumer—more protective for the product—with more possibilities for display, or more adaptable to production methods.

Packaging is the new selling force of today's business. New and better containers, and even old ones modernized are helping many products to win new consumer-preference.

If you are skeptical about the selling ability of your package, or how it meets 1933 Packaging Standards, check with Continental. Let our Development Specialists—our Designers—and others with a "Packaging to Sell" background of 28 years' experience, give your package a thorough "going over."

It costs nothing to get the counsel of an experienced representative skilled in "Packaging to Sell"—it may mean much in increased sales.

CONTINENTAL CAN COMPANY, INC.

NEW YORK: 100 East 42nd St.

CHICAGO: 111 West Washington St.

SAN FRANCISCO: 155 Montgomery St.

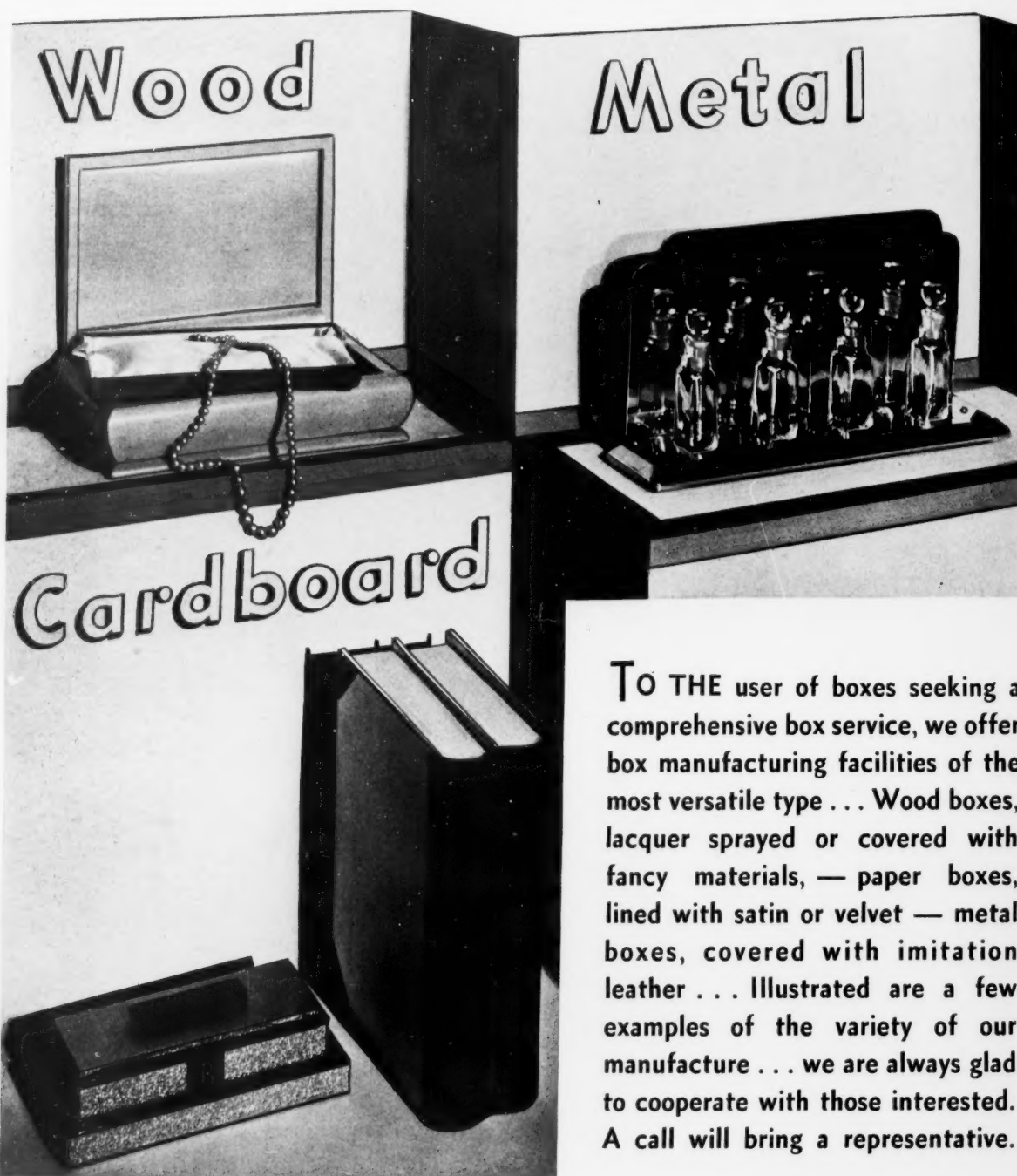
Chicago	Cincinnati	Wheeling	Passaic	San Jose	Baltimore	Oakland
New Orleans	Roanoke	Boston	Detroit	San Francisco	Los Angeles	
Clearing	Canonsburg	Jacksonville	San Francisco	Hurlock		
Syracuse	Memphis	Houston	E. St. Louis	Kansas City		
Denver	Seattle	Bedford	Omaha	Havana		



*"It's
Better
Packed in Tin"*

- **WIDELY ADAPTABLE**
- **THOROUGHLY PROTECTIVE &**
- **ECONOMICAL—IN SIZES &**
- **STYLES *to meet every need***

VERSATILITY



TO THE user of boxes seeking a comprehensive box service, we offer box manufacturing facilities of the most versatile type . . . Wood boxes, lacquer sprayed or covered with fancy materials, — paper boxes, lined with satin or velvet — metal boxes, covered with imitation leather . . . Illustrated are a few examples of the variety of our manufacture . . . we are always glad to cooperate with those interested. A call will bring a representative.

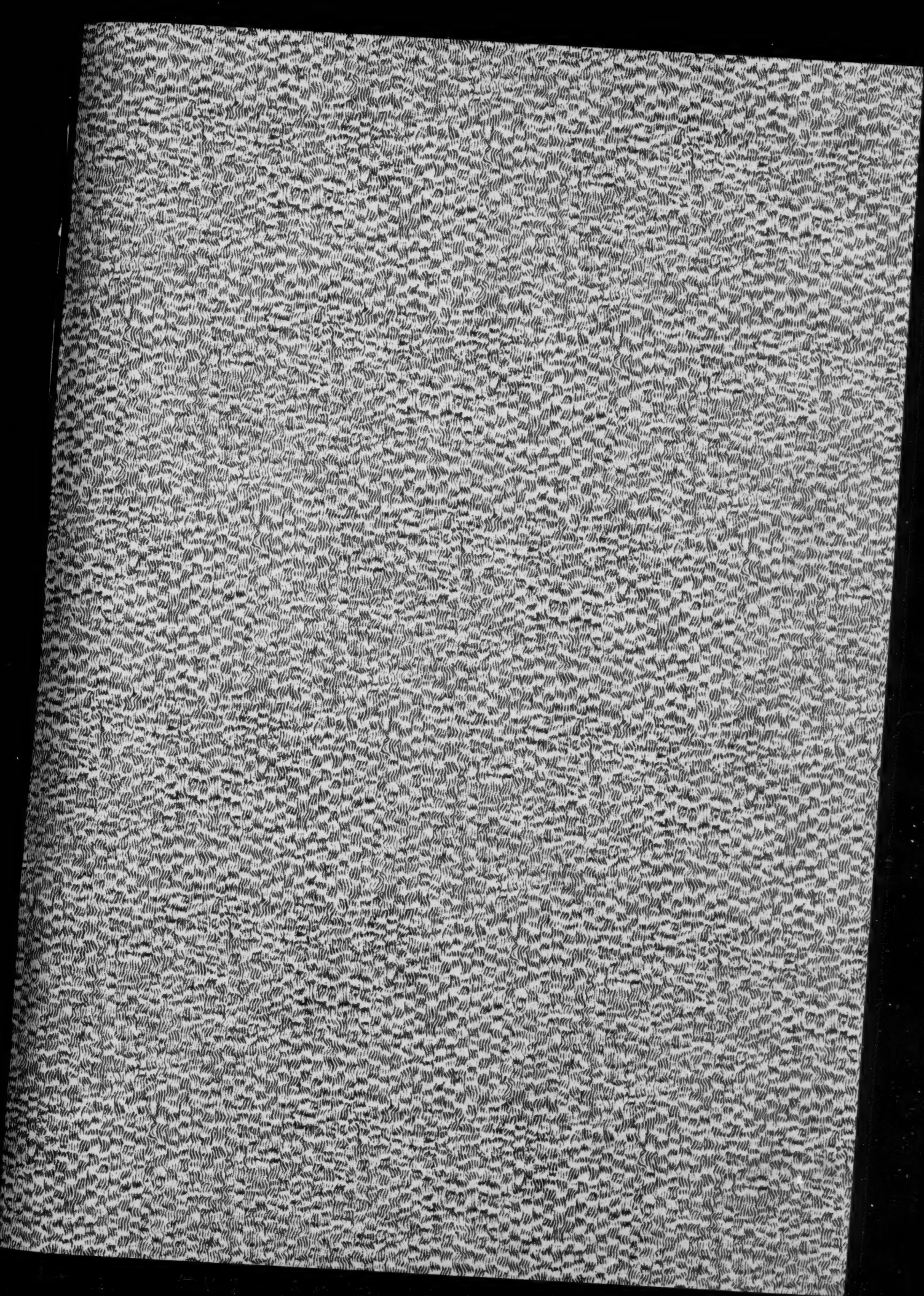
We work with WOOD . . . CARDBOARD . . .
WOOD PULP . . . METAL . . . GLASS

We use VELVET . . . SATIN . . . LEATHER . . .
IMITATION LEATHER . . . PAPER

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Telephone HObooken 3-8472 or REctor 2-1251



C R E P E X

Something distinctly new and different —
A relief from the conventional designs of
the past.

Why not send for working sample sheets
in many attractive shades and see for
yourself how Crepex looks on your box.

HAMPDEN GLAZED PAPER & CARD CO. - - - Holyoke, Mass.

Each one a DIFFERENT SEALING PROBLEM

OBTAINING the *right* closure for *your product* is not a matter of chance when you entrust your sealing requirements to C. C. S. Here there are many types of closures and liners from which to choose. There is no prejudice or predisposition to influence our recommendations. And the experience of the C. C. S. organization is so broad and so diversified that there is hardly a chance we are not familiar with the sealing requirements of products similar to yours. In fact, you can just about name your product and we will supply the right closure to do a thoroughly satisfactory sealing job. • Why not find out the real meaning of C. C. S. 7 Point Closure Service and the advantages it offers you? A phone call, wire or letter will bring particulars.



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TO OBTAIN THE RIGHT CLOSURE FOR YOUR PRODUCT

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WORLD'S LARGEST MAKERS OF CLOSURES FOR GLASS CONTAINERS



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Date

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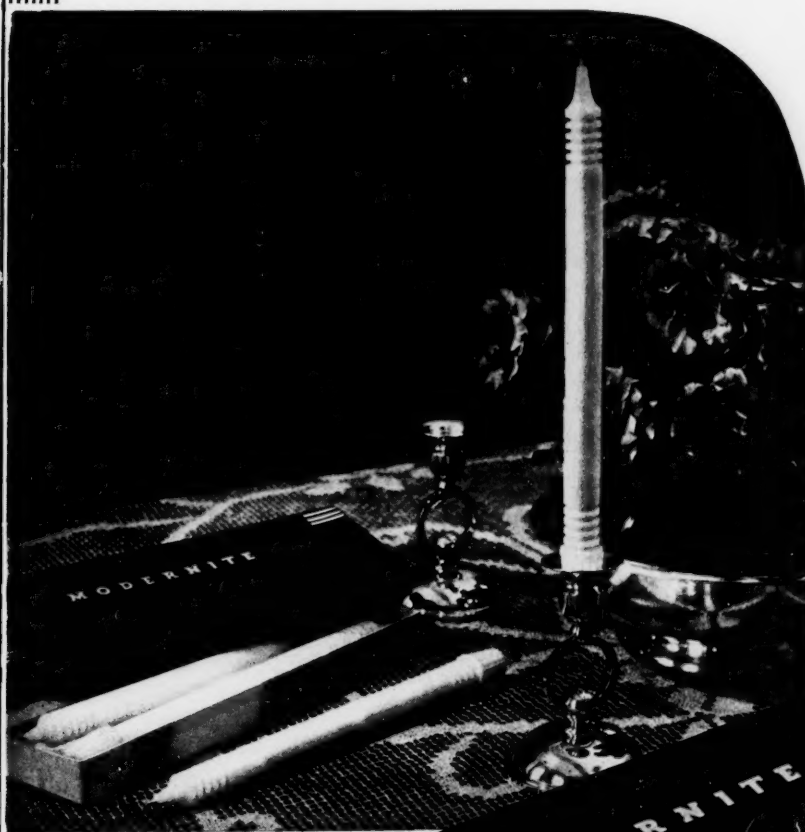
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made by Will &
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Designed by FEELEY & RICHMOND



A striking example of modern pack-
age design is the new box for MOD-
ERNITE CANDLES printed in silver,

green and black. These boxes were completely produced
in our plant—another example of the facilities available for
your needs.

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Dress up your
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Aluminum



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SQUEEZE OUT MORE SALES WITH ALCOA ALUMINUM COLLAPSIBLE TUBES. Here's the handy package for latherless shaving cream, beef extracts, fish pastes, lard, jellies, ointments, floor wax or what-have-you. Strong walls and shoulders that can stand rough handling. Easy to fill and sterilize—light to handle and ship. Sizes to 2½" diameter—10" long.



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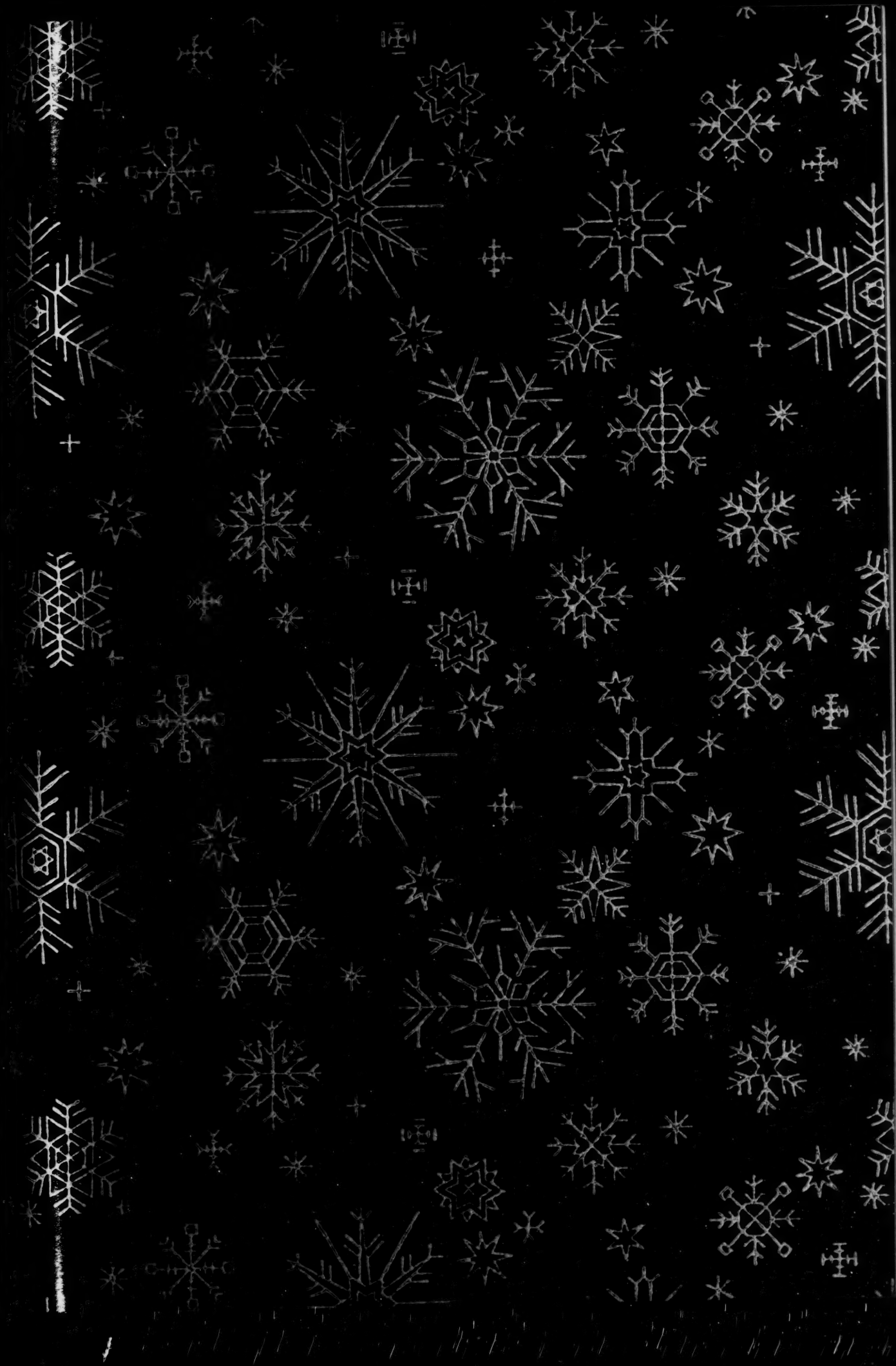
and Watch It Go Places!

Smart, practical containers of ALCOA Aluminum don't stand on the shelf long. They step out to the tune of the cash register into the hand of customers attracted by their brightness and cleanliness. Aluminum packages, whether jar, can, tube, or foil possess in common the virtue of impermeability—they all preserve their contents in the most salable state. Please address
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1829 Gulf Building,  PITTSBURGH, PENNA.

ALCOA ALUMINUM
for Packaging

FOIL...COLLAPSIBLE TUBES...EXTRUDED CONTAINERS

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TOP OFF THE GIFT

with a box of rich black and a touch of silver.

Snowflake pattern in a variety of colors and finishes makes a Christmas gift box that may be used after Christmas as well.

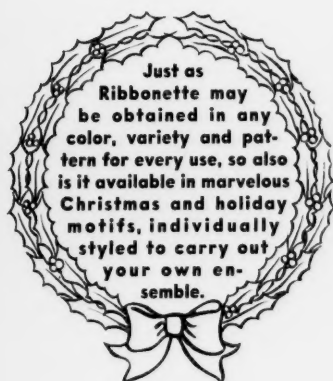
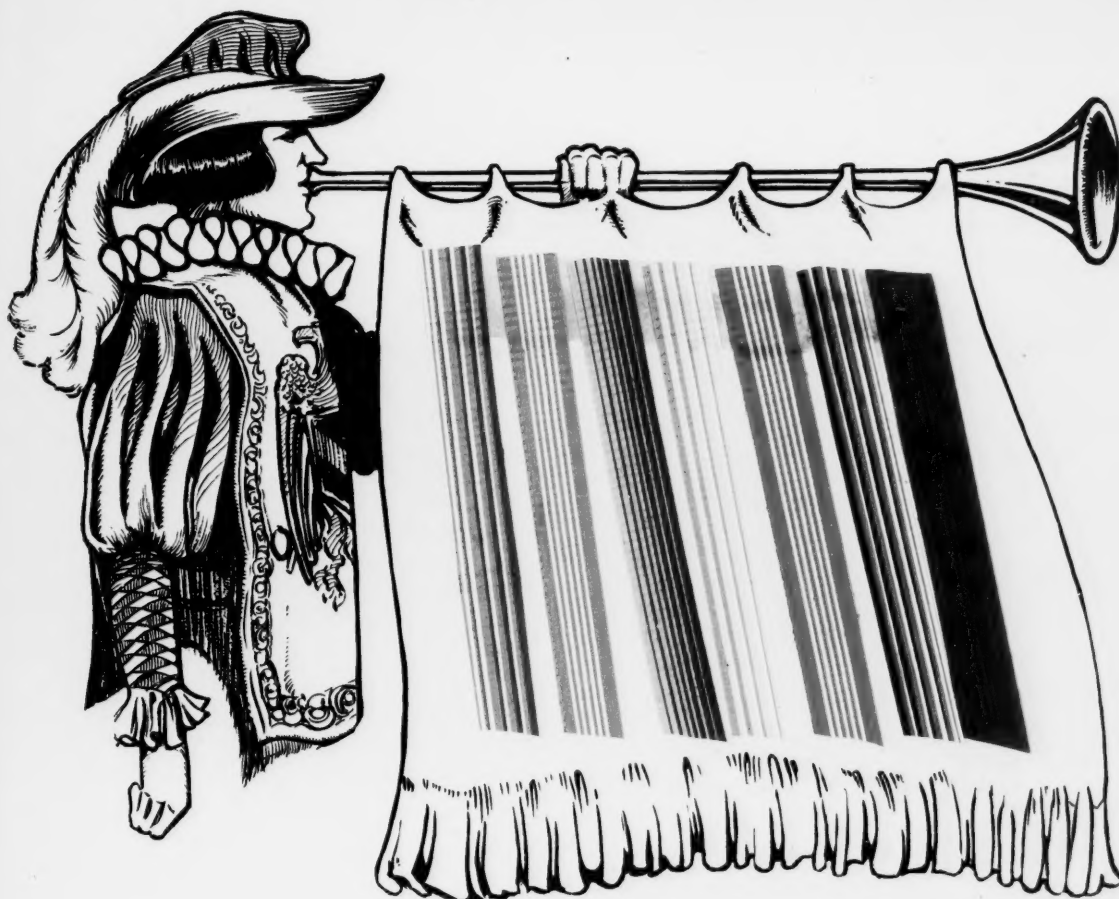
Send for sample sheets of this and a fine selection of papers for every gift box.

LOUIS DEJONGE & COMPANY

NEW YORK

PHILADELPHIA

CHICAGO



Of the many methods used to proclaim superior quality and to enhance the appearance and eye-value of packaged products, none can compare in economy and effectiveness with RIBBONETTE.

This decorative tying ribbon is available in an absolutely unlimited number of alluring designs and colors and in many widths—from 3/16" to 3/4".

Being made of cotton yarn it has exceptional strength and can be readily tied into many decorative styles. Scores of manufacturers are using RIBBONETTE to advantage on products of almost every description.

Write for samples of RIBBONETTE suitable for your package.

RIBBONETTE DIVISION
CHICAGO PRINTED STRING CO.

2319 Logan Blvd., Chicago, Ill.
55 West 42nd St., New York

RIBBONETTE

By the Makers of Print-Ad-String

from blank carton
to sparkling display package
in less than a second

A COMPLETELY MODERN

Specially Engineered Features for Quality Packaging—Continuous Moving Individual Presses—Independent Use of Two Glues—Convexed Arch Top Sealing.

● ● Installed in the plant of a leading food products company this latest Johnson triumph illustrates an important point. It shows that when you submit your definite requirements to Johnson engineers, they follow through and deliver what you want—in details of the packaging operation, in smooth performance, and in speed.

The packaging line shown here operates consecutively through every step from blank carton and bulk product to complete package—all at over 60 a minute. This remarkably synchronized line embodies features which improve each operation—better forming and sealing, cleaner, tighter wrapping, with a considerable saving in floor space.

Follow the package by the numbers below. Cartons are automatically fed, formed, and bottom-sealed moving to the left from No. 1 and 2. Here a new feature of *continuous moving individual*

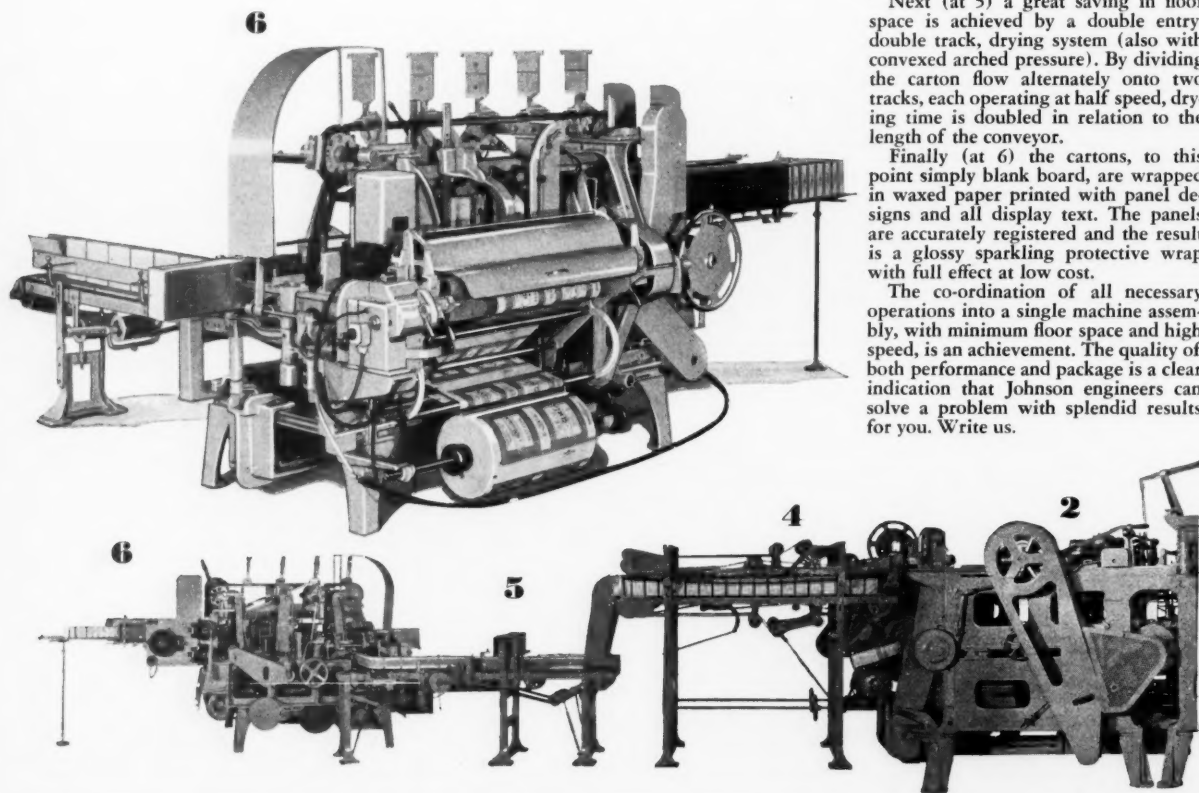
ual presses applied through several machine revolutions insure uniform tight bottom seals. To provide for hand filling, preferred in this case for special reasons, a triple packing conveyor (3) takes the cartons to the right in two lines, returning them by the raised center conveyor through No. 2 where they are top sealed. Gluing at this point and on the bottoms is independent, the reservoirs being separate. Two consistencies of glue, one for bottoms and one for tops can be used. A constant fresh supply of each is pumped to the proper rollers, with a glue pump maintaining the proper level and consistency of each at all times.

From the top sealing operation, cartons pass into a dryer assembly (4) where another important and exclusive feature is found. "Convexed arched sealing" applies supporting pressure to press all four flaps upward together for positive square sealing.

Next (at 5) a great saving in floor space is achieved by a double entry, double track, drying system (also with convexed arched pressure). By dividing the carton flow alternately onto two tracks, each operating at half speed, drying time is doubled in relation to the length of the conveyor.

Finally (at 6) the cartons, to this point simply blank board, are wrapped in waxed paper printed with panel designs and all display text. The panels are accurately registered and the result is a glossy sparkling protective wrap with full effect at low cost.

The co-ordination of all necessary operations into a single machine assembly, with minimum floor space and high speed, is an achievement. The quality of both performance and package is a clear indication that Johnson engineers can solve a problem with splendid results for you. Write us.

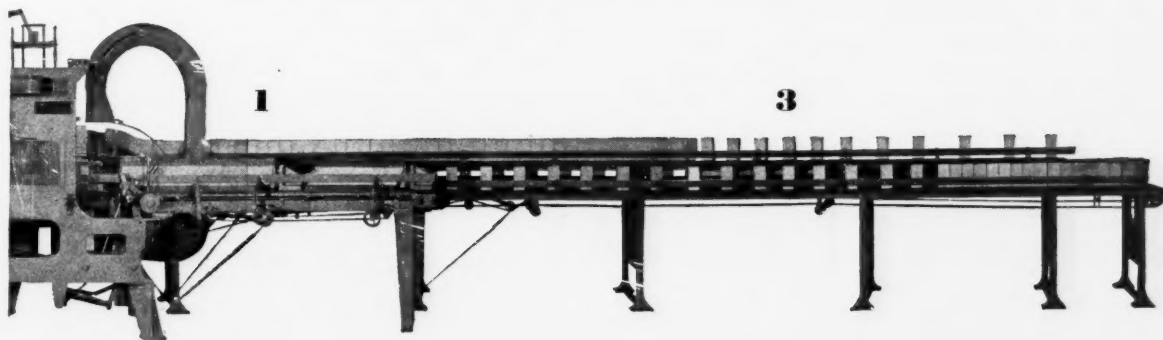
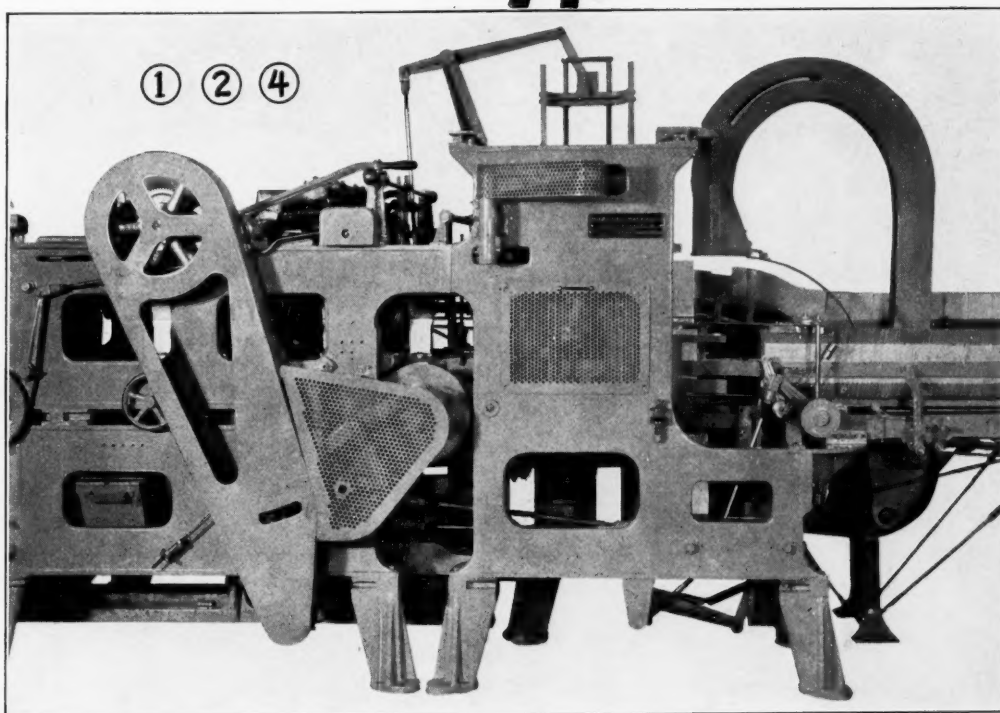


JOHNSON AUTOMATIC SEALER Co., Ltd.

PACKAGING LINE

by *Johnson*

- ① Automatic Carton Feeder
- ② Automatic Top & Bottom Sealer
- ③ Triple Packing Conveyor
- ④ Return Flow for Sealing
- ⑤ Double Entry Wrapping Intake
- ⑥ Located Panel Design Wax Wrapper



BATTLE CREEK, MICH.

New York District Manager:
A. H. AXBERG, 30 Church St., New York City
Pacific Coast: W. J. HOLDER, 3730 Scott St.,
San Francisco, Calif.

KNOWING HOW



AND DOING IT..

Matters of package design and printing plates do not become "experiments" when placed with CRESCENT of Kalamazoo.

Every day finds assignments for creating designs and printing plates for cartons, boxes, labels and wraps in process at CRESCENT.

Your requirements will receive the guardianship of craftsmen—men who know how—men who are doing these things every day—

SEND YOUR PRESENT CARTONS, LABELS, WRAPS AND DISPLAY CONTAINERS FOR UNBIASED ANALYSIS WITHOUT OBLIGATION ON YOUR PART.



CRESCENT ENGRAVING CO.

DESIGNERS • ENGRAVERS • ELECTROTYPERS
K A L A M A Z O O • M I C H I G A N

PACKERS AND SHIPPERS ARE USING MORE AND MORE BLISS BOXES



Each Company represented in the above illustration made thorough, exhaustive tests of BLISS BOXES before adopting them.

They discovered BLISS BOXES to be:

1. The strongest Fibre Containers available. All four vertical seams reinforced; grain of fibre may be vertical or horizontal as desired.
2. Lighter in weight than any other fibre or wood box of equal size, which saves in freight charges.
3. Lower in price because less board is used in their manufacture.
4. Easy to assemble and seal with the use of Bliss Wire Stitching Equipment.
5. Adaptable to their various products.
6. Superior in carrying qualities, which insures delivery of goods in perfect condition.
7. In compliance with all railroad classification rulings.

BLISS BOXES can be made from solid fibre Board or from any type of Corrugated Board. SAVINGS effected by the use of Bliss Boxes become more attractive with the increasing price of board.

Let our Engineers demonstrate the economies and shipping qualities of Bliss Boxes and the convenience of Bliss Box Equipment in packing and shipping *your* products. No obligation on your part.

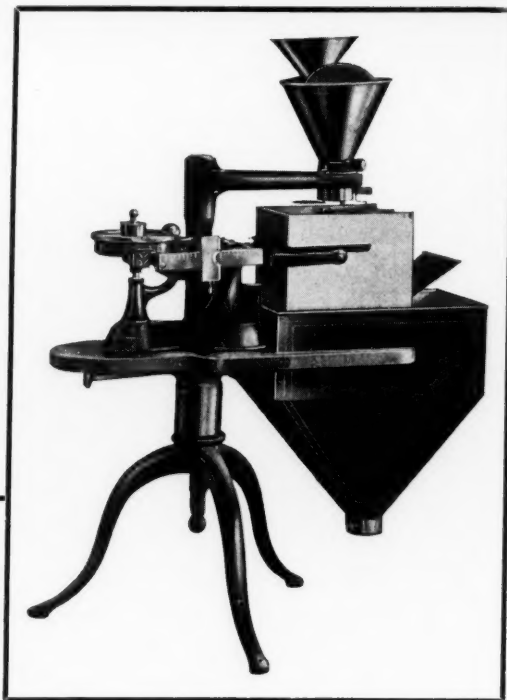
DEXTER FOLDER COMPANY

*Bliss, Latham and Boston Wire Stitching and Adhesive Sealing Machinery for
All Types of Fibre Containers*

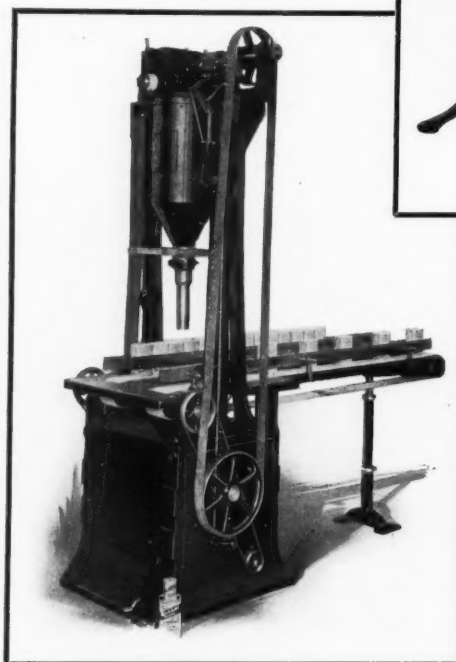
28 West 23rd Street, New York, N. Y.

CHICAGO 117 W. Harrison Street	PHILADELPHIA 5th and Chestnut Streets	BOSTON 185 Summer Street	CLEVELAND 1931 E. 61st Street	ST. LOUIS 2082 Railway Ex. Bldg.	SAN FRANCISCO H. W. Brintnall Co. 51 Clementina Street
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ECONOMICAL FILLING MACHINES



The Packomatic (Scott) Net Weigher shown above is an automatic gravity type machine which operates without power on all free-flowing materials. The positive and rapid cut-off allows more time for the weighing operation and insures maximum accuracy in weights.



The Packomatic Model MG Bond Gross Weigher shown on the left is particularly adaptable for handling non-free-flowing products. The auger type feed makes the filling operation practically dustless. May be optionally equipped for weighing, packing or volume filling.

Years of successful operation on diversified products have proven the superiority in construction and performance of Packomatic filling machines.

They are noted especially for their durability, simplicity, flexibility and high-speed capacity.

An interesting catalog, describing and illustrating carton sealing machines, weighing and filling machines, lining machines, wax wrappers, container sealing machines, etc., will be sent on request.

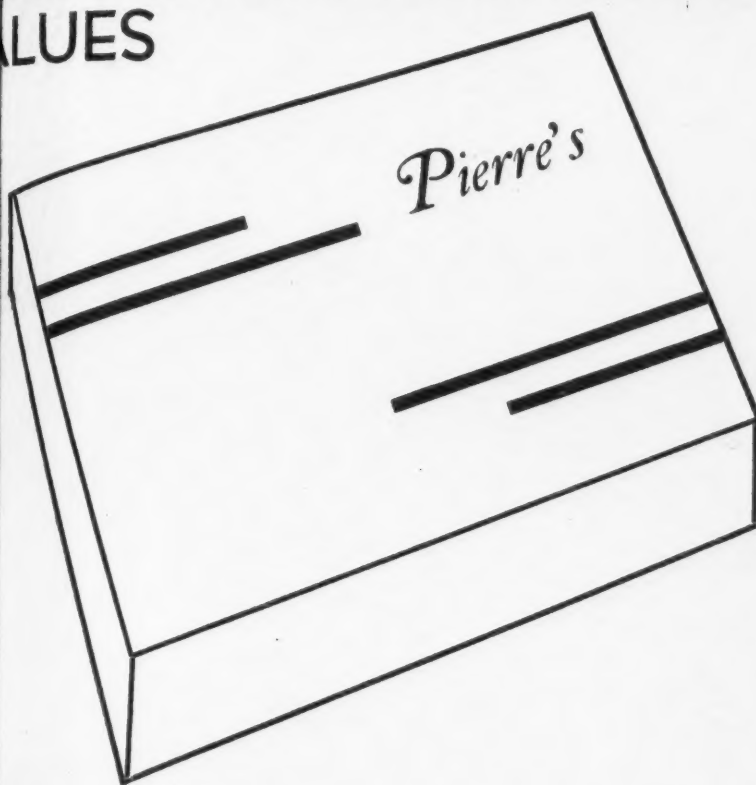
PACKOMATIC

PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILL.

Branch Offices:
SAN FRANCISCO
NEW YORK
CLEVELAND

TODAY'S HIGHER PACKAGING COSTS EMPHASIZE PAPER VALUES



MIDDLESEX presents here a selection of popular Box Covers in the lower price brackets.

These papers will help keep your packaging costs down, without sacrificing sales appeal.

With a touch of modern type and printed ornament, they will provide truly modern boxes, at costs which will please you.

Middlesex stocks for same day shipment,
nearly 400 papers, ranging in price from
\$1.70 / Ream to \$18.50.

Sample books or working samples of any MIDDLESEX LINE
will be gladly mailed.

MIDDLESEX PRODUCTS CO.

111 Putnam Ave.
Cambridge, Mass.



Chicago Office:
308 W. Washington St.

This sample is No. 98Y, White Diagonal. 6 roll price, \$4.25 per ream, 20 x 26. This line also includes 14 colors skytogen and 2 weights, black and white embossed in 22 designs.

STANDARD EMBOSSED

COLOR PLATES — 26 popular colors in stock. This is US12P. 6 roll price, \$3.10 per ream.

METAL MODE — Brilliant Metallic papers. 12 stock shades in gold, silver, platinum and colored metals, plain and embossed. This sample is No. 54 platinum. 6 roll price, \$6.85 per ream.

PUT UNCLE SAM TO WORK-



**CARRYING YOUR PRODUCTS
TO THOUSANDS WHO REALLY
WANT TO SEE THEM**

*Just off
the Press!*

*Did you get a copy of
this interesting folder on Sampling?*

VALUABLE suggestions on sampling—how to effectively put your products into the hands of thousands of prospective users—are given in this new Kimble folder. It illustrates many types of Kimble Automatic Machine Made Vials suitable for modern, inexpensive and sales-winning packaging. A copy will be forwarded promptly on request.

KIMBLE GLASS COMPANY



VINELAND, NEW JERSEY.

NEW YORK

• PHILADELPHIA

• BOSTON

CHICAGO

• DETROIT

OCTOBER, 1933

23

JUST AS SURE AS $2+2=4$!

Increased consumption invariably results from increased convenience in the use of a product; and wise is the manufacturer who sees to it that his container possesses maximum convenience in use.

Illustration below shows a few of the exceedingly convenient closures and pouring devices with which R C Cans are equipped. There are many others—all tried-and-proven and making good on containers for free-flowing products of many kinds.

Note, also, the exceptionally attractive appearance of these containers.

May we discuss ways and means of packaging your product to secure maximum effectiveness?

R. C. CAN CO.

ST. LOUIS, MO.

Branch Factories:

Kansas City
Rittman, Ohio



MANUFACTURERS OF
ROUND, SQUARE, OVAL AND OBLONG PAPER
AND FIBRE CANS.



"THAT'S WHAT I WANT
... IN THE BLUE BOTTLE"

Maryland BLUE Bottles



MAKE YOUR PRODUCT EASY TO SEE ... EASIER TO SELL!

THAT'S the secret of successful selling these days. Competition is keen. Hundreds of products vie with yours for the customer's attention! Make yours stand out from the crowd. Stop the roving eye—and you start the sale.

Color will do it . . . as manufacturers of every line from toothbrushes to kitchen equipment have proved. And Maryland BLUE Bottles and Jars will give your product a distinctive color. Their rich, brilliant blue catches the eyes of your customers and reminds them to buy. Not only makes your bottle or jar easy to identify but suggests the high quality of the product

within. Result: your product is seen, recognized and bought more frequently.

Let us send free samples and show you how your product will look dressed up in Maryland BLUE Bottles. They are made in a wide variety of modern stock shapes and sizes which are very distinctive when used with appropriate caps and labels.

Maryland BLUE Bottles are also made in special designs for many famous products. In requesting samples, just tell us the nature of your product and the sizes in which it is packed. Or, better still, send us samples of your present containers.

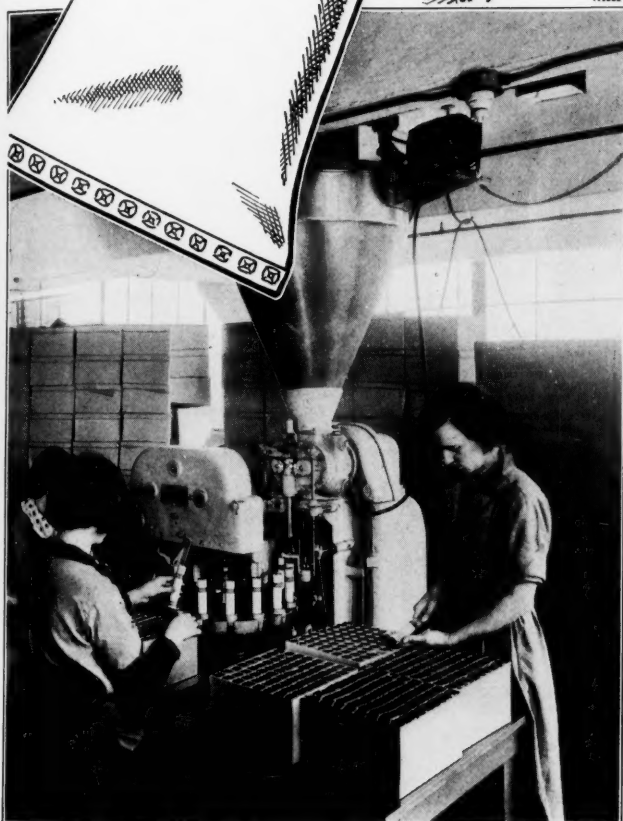
Maryland **BLUE** Bottles

MARYLAND GLASS CORPORATION • Baltimore, Md.

NEW YORK REPRESENTATIVE
Two-Seventy Broadway, New York City

PACIFIC COAST REPRESENTATIVE
Owens-Illinois Pacific Coast Co., San Francisco

MARYLAND GREEN TINT AND FLINT BOTTLES ARE OF THE SAME HIGH QUALITY AS MARYLAND BLUE



FILLED AND SEALED with STOKES



(no clip required)

U. S. Patent No. 1,852,225
(Other Patents Pending)

STOKES 90-D Filler and Closer can fill "millions" of tubes for you in the same satisfactory way as it does for McKesson and Robbins* and other users. The picture shown was taken just after they had completed a run of "another million."

The patented STOKES "DiamonLock" Closure (no clip required) used by this machine adds not only to the fine appearance of the tube but is more economical and secure than clip-type closures.

*So "pleased with the 90-D machine" that they have just ordered a former (90-C) model rebuilt into the 90-D.

STOKES 90-D Tube Filler and Closer (applies "DiamonLock" Closure) at the McKesson and Robbins plant, Bridgeport, Conn. You can see a 90-D machine operating at the Chemical Show.



Send for new catalog which describes not only this model but a complete line of hand-operated and semi-automatic machines for filling tubes and powder containers. Let us send you also a sample tube and the complete story on this new type closure.

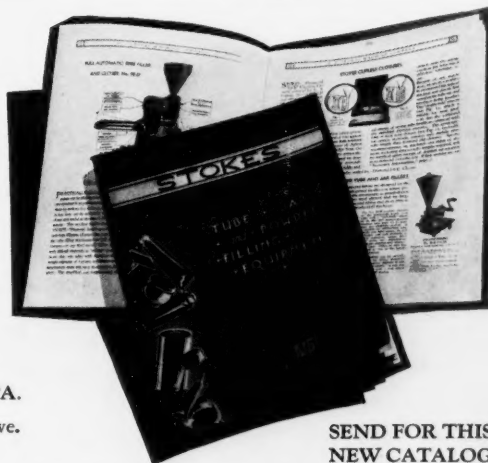
FJS STOKES MACHINE COMPANY

Packaging Equipment Since 1895

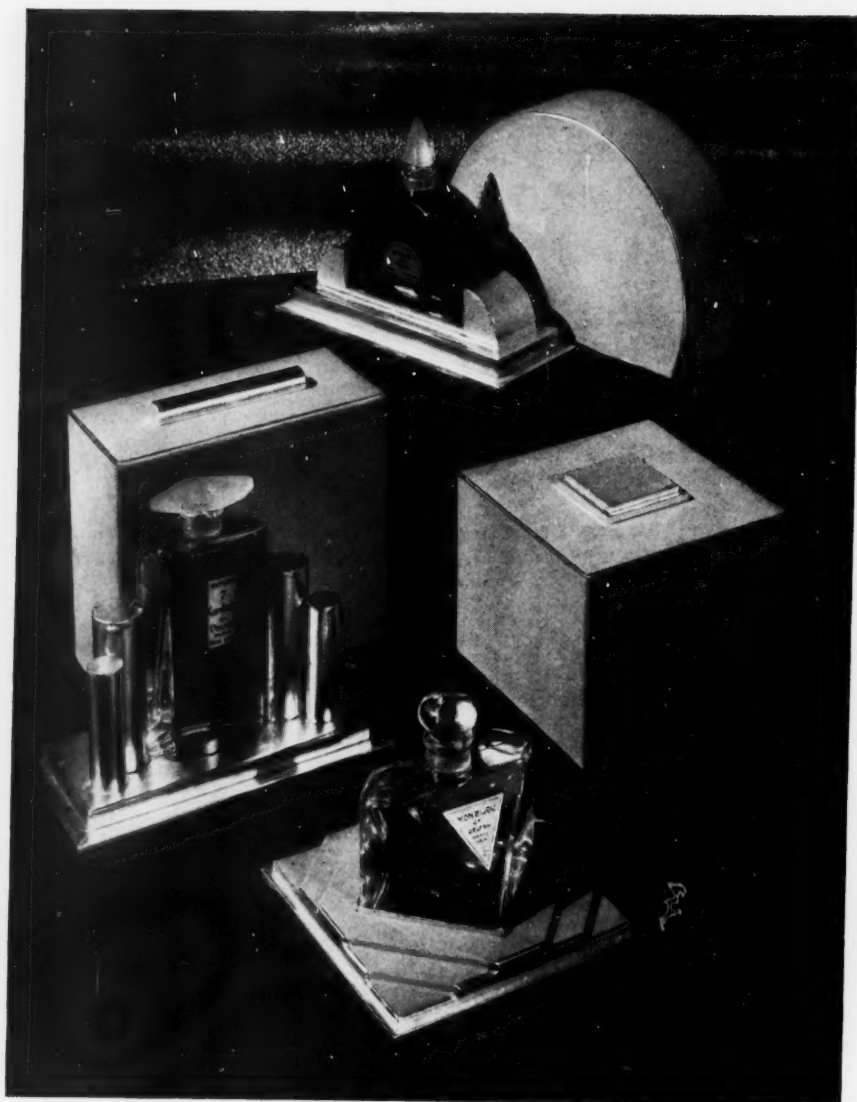
5970 TABOR ROAD OLNEY P. O. PHILADELPHIA, PA.

New York Office—103 Park Ave. Chicago Office—307 N. Michigan Ave.

Los Angeles Office—1231 E. 7th St.



SEND FOR THIS
NEW CATALOG



THIS trio of perfume packages shows how products can be surrounded by an atmosphere of modernism and good taste thru the use of well-designed boxes.

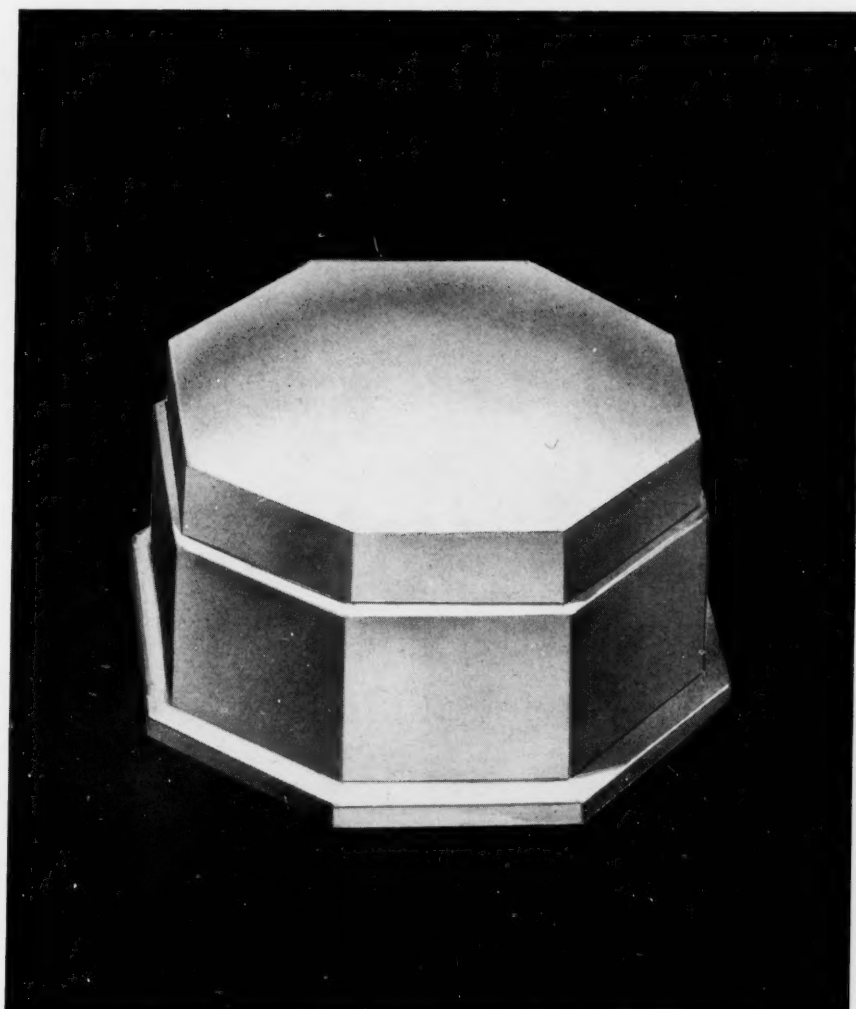
Our designers have been unusually successful in creating boxes that "click" with the consuming public. Why not capitalize their experience in developing a modern box for your product?

KARL VOSS CORPORATION

Division of Shoup-Owens, Inc.

HOBOKEN

NEW JERSEY



Boxes that Beckon to Buyers!

*All the appeal of "hand made" appearance
—at "machine-made" cost!*

**Exclusiveness
at no
Premium in Price •**

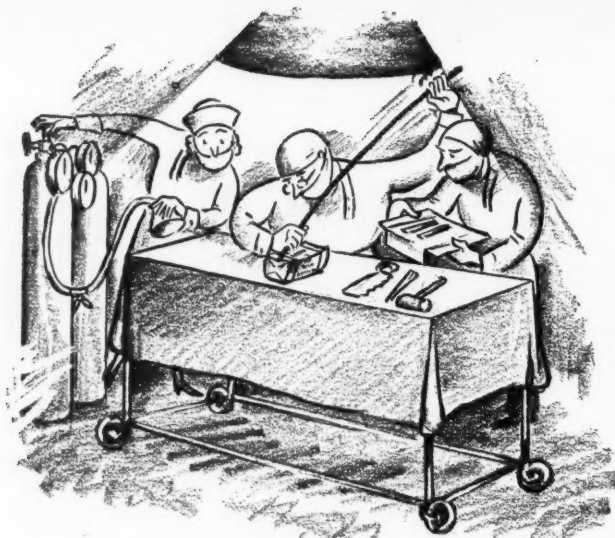
Multi-cornered and odd-shaped boxes that play on public preference—are now being made—beautiful and distinctive—on high-speed, precision units—automatically!

Ask for details on DeLuxe Boxmaker, Model 133

**NEW JERSEY MACHINE CORPORATION
16th ST. and WILLOW AVE. HOBOKEN, N. J.**

Chicago Office 549 W. Washington Boulevard





Intimate glimpse of a famous surgeon "operating" on a defiant sample package.

Speaking of Operations

Does YOUR Sample Package Take Determination and Professional Skill to Open?

There are patient souls who will struggle with a hard-to-open package, run the risk of cutting their fingers and littering up their desks without profaning the office atmosphere, on the chance of finding "something for nothing." But with the increasing volume of Everyman's morning mail, such people are getting scarce.

A sample may cost only a few cents, or as much as two or three dollars. But the point is that to do its work, to win friends and customers for you, it must be opened, examined, used.

Metal Edge mailing and sample cartons ask no special favors. They give good products every chance to make good. The strongest paper boxes known, they deliver their contents unbroken and uncrushed. Neat, trim

and colorful, they bid successfully for prompt attention. Easy to open, they say to the prospect, "Here's a firm with some regard for my time and convenience." The prospect is in a favorable frame of mind from the start.

Yet Metal Edge packages, everything considered, cost no more than less effective "mailers." In fact many users report decreased costs alongside increased returns. Which, under the New Deal or any other deal, you'll agree, is greatly to be desired.

The subject of sample mailings in general, and pharmaceutical "detailing" in particular, is fully covered in a special issue of the Metal Edge Packager. If you "sample" your product, you'll find it illuminating.

Write for a copy.



NATIONAL METAL EDGE BOX CO.

• • 334 North 12th Street, Philadelphia, Pa. • •

THE STRONGEST PAPER BOX KNOWN



PROMOTING SALES BY SAMPLING

OBJECTIVES—DISTRIBUTIVE METHODS—MATERIALS

by D. E. A. Charlton

*I*N its broadest interpretation, as applied to the promotion of sales, sampling can be defined as that method or procedure of distribution which places in the hands of prospective buyers a portion or amount of a given product, sufficient to enable a fair trial or test, together with instructions for its use and the encouragement of its purchase. In application, there is nothing new about the idea or sampling—it is recognized as one of the oldest forms of promotive selling—but the fact that the methods of its use and its forms of manifestation have shown constant improvement and increasing acceptance has more than proved its efficiency.

In purpose, sampling seeks the general objective of creating a demand for a product and extending its usage or popularity. It is, in effect, the forerunner of the distributive plan which contemplates the subsequent placement and sales of standard sized units of a product, and therefore cannot be considered lightly. Actually, the most effective results are obtained when the sampling plan is carefully laid and all of the objectives well established and provided for. Among the specific objectives of sampling may be included the following:

1. To introduce a new product or package. Naturally that which is new

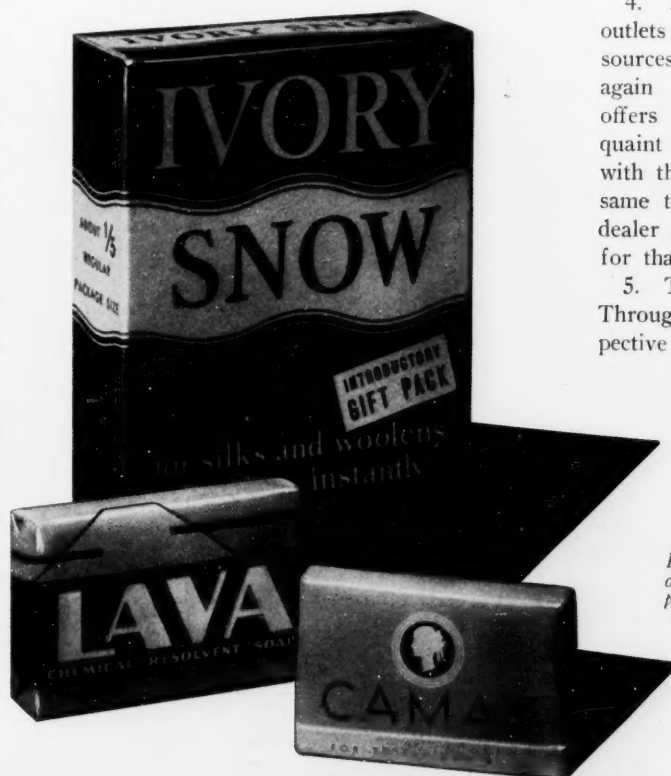
or untried meets a handicap that must be overcome, and here the sample package provides a means of encouraging the acceptance of that product.

2. To strengthen acceptance in areas where distribution is already established. The introduction of samples in such territories creates a more extended knowledge of the product among prospective buyers than may be possible through ordinary sales of the full sized units to established customers.

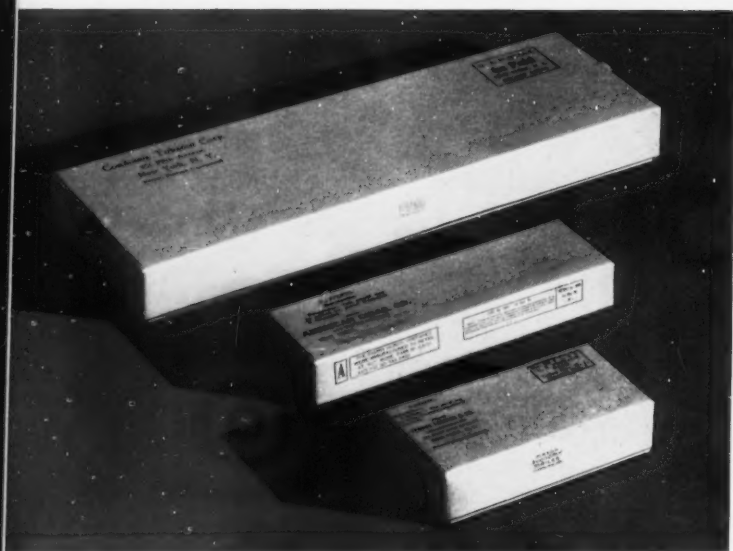
3. To extend distribution into new areas. Where it is desirable to spread the market for a particular product into territory where there has been little or no distribution, a plan of sampling can pave the way for resultful sales.

4. To support new dealer outlets or to obtain new sources of distribution. Here again a sampling campaign offers an opportunity to acquaint prospective customers with the product, and at the same time establish the new dealer as a source of supply for that product.

5. To vitalize advertising. Through sampling, the prospective user is permitted a trial



Design and construction of Procter & Gamble samples follow those of the standard size packages.



Top: Types of sample mailing boxes. By courtesy of Mason Box Company.

Above: Glass vials as used for sampling purposes. By courtesy of Kimble Glass Company.

Right: Sample bottle and full size can, the former permitting adequate test of product.



of the manufacturer's product at no expense, thus supplementing and making more effective such advertising as may be employed in newspapers, magazines and elsewhere.

There are, of course, a number of other objectives that are desirable, as relating to various products, but these may be determined and arranged for as the need for special sampling develops. When once its capabilities are realized and put into action, sampling becomes one of the most flexible means of promotion that is available to the product manufacturer, permitting extensive or limited use.

It seems to be generally agreed that the sample package should duplicate, in miniature form and as near as possible, the full size package. The reason for this, of course, is obvious as it establishes and identifies the product, making it easy for the customer to recognize the retail unit on the store shelves and counters. For instance, the sample packages used by General Foods Corporation are miniatures of the consumer sizes with some appropriate changes in copy text. The particular requirement for the size of sample packages is that the consumer should get a sufficient quantity of the product to serve as a satisfactory sampling or test. As for the type of package used by this company, it naturally follows that the regular consumer pack is duplicated in smaller form. For example, sample containers of Sanka Coffee make use of vacuum packing the same as in the regular consumer size. For breakfast cereals such as Post Toasties, the same general style is followed on the sample packages as is used on the large packages.

The duplication of the package in the smaller sizes used for sampling has the additional advantage of conveying to the prospective customer those impressions which are desirable or should be sought in the full size

package—namely, attractability and protectability. It is just as essential that the product in the sample arrives in perfect condition as it is for the manufacturer to similarly protect the standard package that carries his merchandise. A poor impression created by a sloppy or inadequate sample package is decidedly detrimental if not fatal to successful sales. In the event that it is not possible, because of economic or other reasons, to duplicate the full size package in the sample, every effort should be made to retain identity through similarity of color or design.

Defined by Webster, a sample is stated to be a portion, part or piece, taken as a representative of the whole.

So that if the manufacturer seeks to create for his product an adequate impression, he must offer an amount which will provide a fair trial of that product, regardless of the measure required. Less than that and the sample is inadequate and his effort is wasted. Johnson & Johnson, for instance, believes that the style of package for sampling should as nearly as possible represent the sale size package, and have gone so far in certain instances as to give out as a sample, and so marked, the regular size package. This company states further, "We are inclined to believe that samples should be generous in size. The reasons for this are obvious unless you take the side of the fence that deprives you of a sale. We figure that if a person likes our products through sampling, or any other reason, we will get our money back some time; and a cheap sample that is thrown in the basket doesn't register—and is no different than poor advertising copy which just is not noticed and no impression is made."

In one of the accompanying illustrations is shown the sample bottle used by Wilbert Products Company, Inc., for No-Rub floor wax, together with the full size can. Regarding the sample, this company says, "You will notice that the sample bottle of No-Rub is 4½ oz.—rather a large size for a sample. The reason we did this is because the usual sample is around 2 oz. and not sufficient for a real test of our product. We find if the sample is too small it is considered a novelty and usually given to the children in the home instead of being used as an experiment."

Another company, manufacturing a prepared flour, writes, "At first we used a miniature can, a small copy of the standard size, as a sample. The regulation can contains 14 oz.; the sample can, 7 oz. We could not go below one half the contents of the regulation can for if we did there was literally nothing to bake. The miniature can was an exact reproduction of the large size container but we found it extremely expensive. We finally resorted to a fibre container made of clean pulp with no possible danger of harm to the contents. Here we had to sacrifice appearance, for with the fibre container we could only do a two-color job by way of labeling."

These examples of sample package sizes do not, of course, cover every situation that may arise but they are indicative of the reasoning that should determine the selection of the amounts to be included in such packages. Inversely, an over amount of product in a sample should be avoided, lest sales be suspended or lost altogether. A



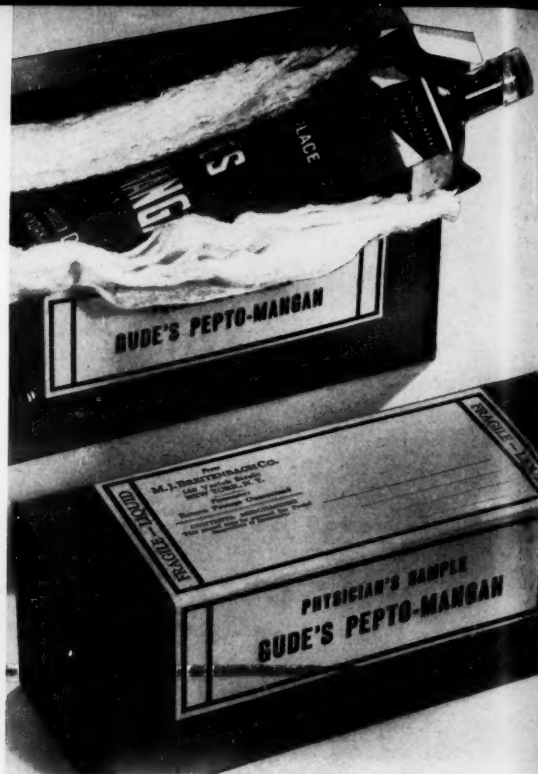
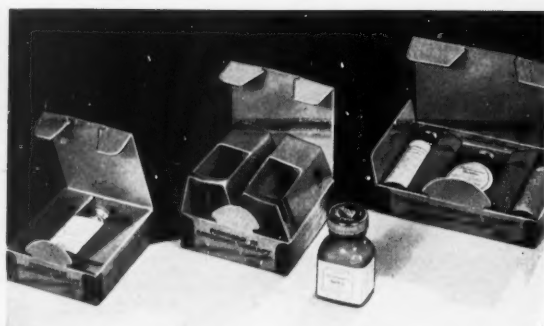
Top: Tin and fibre can and paper boxes used in sampling. Courtesy of W. C. Ritchie and Company.

Above: Collapsible tubes as furnished for sampling purposes. By courtesy of A. H. Wirz, Inc.

Left: Protecting samples with crepe wadding and reinforced box. Photo, courtesy of National Metal Edge Box Company.

Right: Pharmaceutical mailer type of reinforced box.

Below: Ingenious construction protects samples in mailing and display. Photos by courtesy of National Metal Edge Box Company.



safe rule to follow, generally speaking, is to provide a sufficient amount to whet the appetite or to create desire for a further use of the product.

While it has been variously stated that sampling is an expensive method of promotion, it need not be prohibitory and, if properly distributed, it frequently costs less, in comparison to the results obtained, than other types of sales promotion. In considering methods of distribution, the plans followed may be divided into several groups, viz: Retail outlets; distribution by mail; house to house distribution; other, and specialized distribution. In each, the results depend on the thoroughness with which the work is carried out, commensurate of course with the expense that may be required.

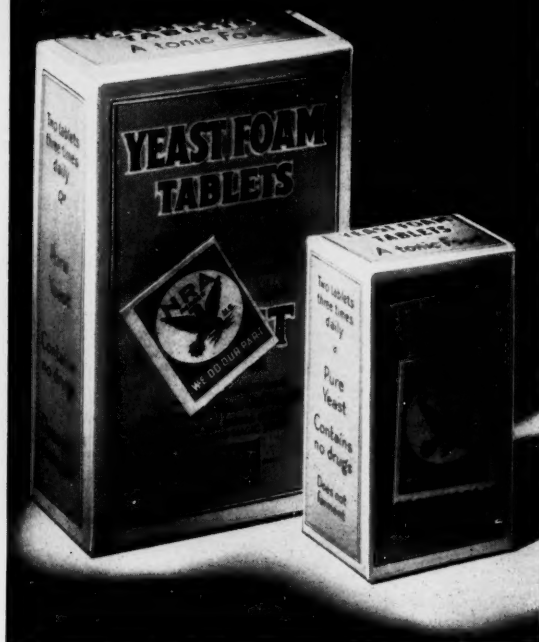
Distributed through retail outlets, the samples are ordinarily charged for at a rate which represents but a fraction of the cost of a standard size package. Usually found in this group are samples of products which are being so distributed as to take advantage of the open display provided by numberless counters in the standard price chain stores, and thus serve as "introductory" packages for the larger sizes. Also in this group are the "combination" packages in which a sample of a manufacturer's product will be attached to or included with a full size package of one of his other products. Here the manufacturer has the advantage of "cross sampling" and also secures a fairly inexpensive method of distribution. A further addition to this group is the distribution of samples through store demonstration by manufacturer's representatives or trained store employees.

Mail distribution is undertaken in response to coupons from magazine and newspaper advertising and from radio inquiries. Here the samples are sent free or on receipt of a nominal charge to cover postage and handling. Another form of mail distribution is that of

Above: Sanitape packing offers a convenient form for sampling medicinal tablets. Courtesy of Ivers-Lee Company.

Left: Reinforced boxes also incorporate pilfer-proof construction for sample mailing. Photo, courtesy of National Metal Edge Box Company.

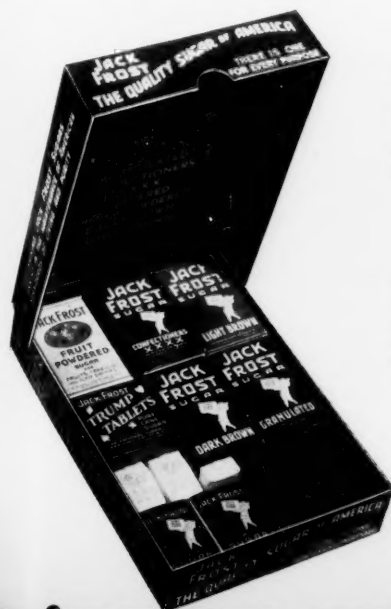




Sample and regular 60-tablet (bottle) size used by Northwestern Yeast Company, showing design similarity.

sending samples to selected lists, to known users of companion products and to participants in prize contests, all of these being of a preferential group and such as will give a favorable reception to the product.

One food manufacturer writes, "The most effective method of distribution that we know of is a house to house distribution of these little packages, conducted by a reliable distributor under the supervision of our own men and using a system which we have worked out over a period of years. In addition to this we have, from time to time, used these samples at food shows, church affairs, etc., and on one or two occasions we have sampled out a full size package, such as is offered on sale in the grocery store. While this is obviously expensive, we find it is even more effective than the use of smaller packages, due to the fact that the consumer gets an opportunity to serve the product at several meals instead of only at one, as is the case with the small packages."



Left: Complimentary package of National Sugar Refining Company containing various samples of Jack Frost sugar.

Right: Regular size Force carton and sample sizes of Force and H-O packages used by Hecker-H-O Company, Inc.



A number of distributing organizations are available to manufacturers who seek house to house sampling, nationally or in specified territories. As an indication of the specialized work rendered by such distributors, the following brief prospectus may be of interest. "We employ only uniformed men under expert supervision. We have, during the past fifteen years, distributed every sort of sample one can think of. Millions of packages of White Rose Tea for Seeman Brothers—millions of samples for the Gold Dust Corporation—for General Foods—for Colgate—Palmolive-Peet Corporation—and many other firms of similar calibre.

"None of this work was done in haphazard fashion. Before a single package was delivered to the housewife, a thorough analysis was made of the market, determining the number of undesirable families in each district, and then a proposal was put before the advertiser recommending a certain total number of pieces. A careful map is made of the territory recommended for coverage, and our usual method is to divide the territory into sections of five thousand families each so as to simplify the method of delivery, supervision and reports.

"Contact is made with the retail trade at the time the distribution is being made and the dealer is influenced to display the product prominently on his counter and in his window to tie up with the sampling operation. Huge trucks are used to feed the distributing crews with the manufacturer's products prominently advertised on each truck.

"Our work as a rule is synchronized with the sales operation of the manufacturer, and the result of this intensifying of effort shows an invariably high increase in sales. We recently completed a job for the Lamont-Corliss Company, manufacturer of Pond's Face Powder, in which we distributed samples of powder to the



General Foods Corporation duplicates, in containers and designs, its regular size packages in miniature form for use as supplies. Photo by Rehnquist.

housewives in the following manner: The uniformed distributor rang or knocked at the door and showed the woman six vials of various shades of Pond's Face Powder, telling her that she could have a free sample of any shade she wanted. In this manner there was absolutely no waste in distributing, as each woman received the exact shade she had been in the habit of using. As a direct result of this work, the manufacturer reports an increase of 85 per cent in sales over any other territory where no sampling was done."

The comment of this distributing company as to sampling package requirements is also of interest. "The type of package that would be most effective for sampling is a matter of individual requirement. For a beauty product, a smaller quantity is usually sufficient. Generally speaking, however, we are in favor of a small

rather than a large sample so as to bring the customer to the store as quickly as possible after the test has been made."

Other outlets through which sample packages are distributed comprise expositions, fairs, food and other shows, showrooms, special displays, clubs, at lectures, conventions, social gatherings, educational institutions and many similar places. In all of these, the products so distributed are required to be such that they meet the approval of the authorities as to food, medicinal or other qualified standards.

Specialized distribution considers that type of sampling which relates to products in which the sale is influenced by the advice of professional men or experts. Therein is included a substantial list of medicinal preparations, food and diet products, treatment packages and other specialties. In these the sampling activities may be directed at doctors, dentists, hospitals, clinics and at dealers who handle those particular types of merchandise.

"Because of the versatility of our line it is impossible for us to decide on any uniform type—that is envelope, box or bottle. If we decide to sample a product, we more or less have to make the sample up in characteristic form." So writes one of our correspondents, and we surmise that this is the situation which confronts most manufacturers who are confronted with the selection of materials that are to compose their sample packages. A complete list of the materials available for sample packages will show little or no variation from that which can be compiled to serve the manufacturer who seeks similar knowledge for the production of his line of standard packages. (Continued on page 46)



For sampling purposes the Tussy lipstick uses molded containers. Photo by courtesy of General Plastics, Inc.



FROM BARRELS TO CARLOADS

by Joseph J. Reis

NOW rounding out a half century of constant growth and progress, The B. Manischewitz Company, manufacturer of matzo products, enjoys the reputation of being the largest and finest of its kind in the world. From a most humble beginning—a neighborhood bakery which used about seventy-five barrels of flour a year—the business, established in 1888, has consistently expanded to a growth that today uses, at each of the two plants, more than two hundred carloads of flour annually and produces over two million matzos a day.

The story of this progress is inspirational and furnishes an outstanding example of how quality goods, properly packaged, can attain national and international recognition. From the tiny bakery on Fourth Street, Cincinnati, bought by Behr Manischewitz in 1888, the customers carried home his well-baked Kosher matzos in baskets, in sheets or under their arms. With a deserved increase in the demand it soon became necessary to move to larger quarters. Three years later, sales advanced again to such an extent that a still larger bakery was required. Then another, and by this time

ILLUSTRATED ABOVE

In their new dress Manischewitz matzo products enjoy a world wide distribution. Here are shown several of the various types of wrappers used,

including those of the recently added "Tasty" line. Note the family resemblance between the packages as delineated in the design used.



Automatically sealing corrugated shipping cases which contain the individual cartons of Manischewitz products.



orders were being received from all parts of this country and from Europe as well.

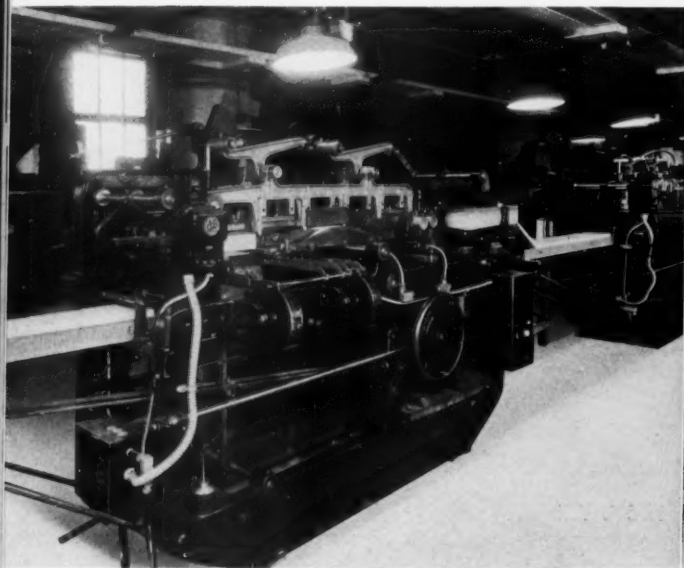
After the death of Behr Manischewitz in 1914, his five sons incorporated the business under the name of The B. Manischewitz Company which continued to follow the Jewish tradition of giving 10 per cent of all income to charity. Since its incorporation, the company has found it necessary to increase its production capacity and distribution activities more than three times. To its regular products, which are sold primarily to Jews, have been added—for general consumption—other products such as matzo crackers and, more recently, a new line that includes Tasty Matzos and Tasty Wafers.

"Kosher for Passover Use" on Manischewitz' packages is not merely an advertising slogan but a reality. The company's production operations are under the direct supervision of the Union of Orthodox Rabbis of the United States and Canada, an organization including over 360 rabbis. At each factory a synagogue is maintained on the premises, as well as a library. A hospital room, with a graduate nurse in attendance at all times, is also provided.

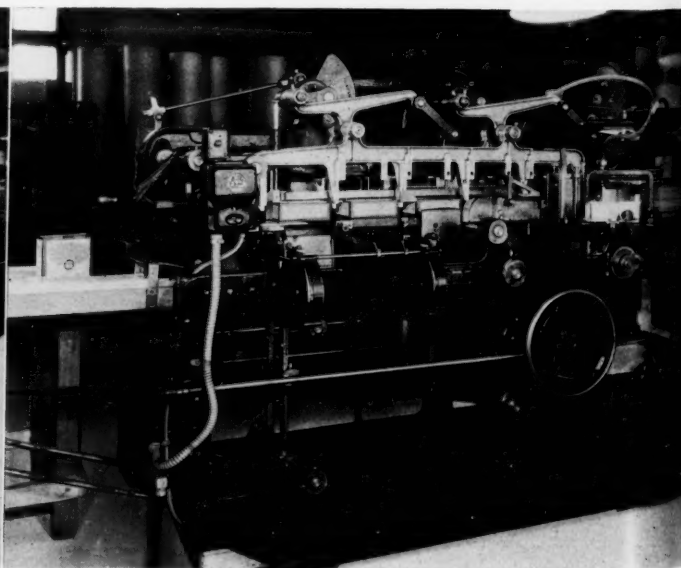
The two bakeries—one in Cincinnati and the other in Jersey City—cover an area of over a quarter of a million square feet. The latter plant which commenced operations in 1931, was established to better serve the needs of Eastern customers. From this plant, freshly baked matzos are delivered daily to the entire metropolitan New York area. A completely staffed engineering force, plus a modern research laboratory, makes it possible for the company to keep step with the times. Each plant has a fully equipped machine shop for maintaining all machinery in first class condition and also to build much of the special equipment used.

This year, many changes were made in the company's packages; not only were the sizes and shapes changed but all old designs were scrapped so that, today, each and every package appears in a new "dress". A group of these is shown in an accompanying illustration, each package carrying on its reverse side the corresponding message in Jewish.

A description of the production and packaging operations as conducted at the Jersey City bakery is representative of similar activities found at the other plant. Flour is stored on the sixth floor and dumped as needed into special receiving bins where it is automatically screened and then stored in large hoppers.



Here the cartoned matzos are wrapped in wax paper at the rate of 45 per minute—



And then, in this machine, a loose wrapper is placed around the package and sealed.

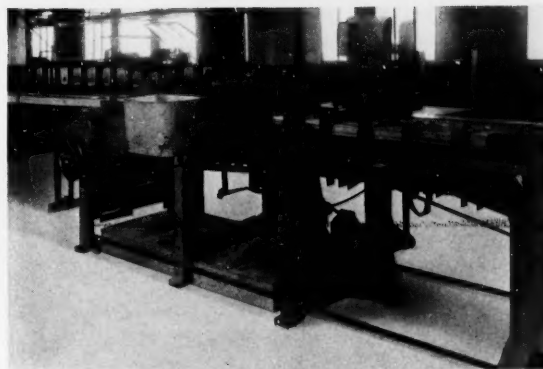
From here it is drawn off into automatic weighing scales, then into specially designed mixers. From the mixers it flows into large rollers which not only knead the dough but form it into a solid sheet. This sheet is then passed to a matzo machine which is provided with four pairs of sheeting rolls. As the dough passes from this machine it is .047 in. in thickness and has been properly scored and cut.

It takes only a minute and a half for the dough to be thoroughly baked in the ovens, and after leaving the ovens the matzos are cooled on cotton conveyor belts, each over two thousand feet long. By the time the matzos have reached the end of their travel on these belts they are thoroughly cooled and can be packed.

Operators working at the end of this belt line place the matzos in the conveyor buckets of a Jones constant motion cartoner which automatically places them in plain cartons that are then closed and sealed. From the cartoner each box is passed into an F-6 (Package Machinery Company) wax wrapper, then conveyed to an F-6 loose wrapper and finally through an F-8 bundler, which automatically groups six cartons, wraps same in one bundle and places a seal on each end. The completed bundles are then packed in corrugated cases which are automatically sealed, top and bottom, in a Standard-Knapp container sealer.

The machines in the above line run normally at a speed of 45 packages per minute. However, to assure synchronization in operation and to provide, when necessary, for fluctuations in speeds between the high and low limits on the various machines, each is supplied with a Reeves variable speed transmission unit. The use of such equipment affords an excellent control and provides a uniform delivery of packages.

The packaging of matzo meal and cereal is done on a Pneumatic Scale unit in which the product is auto-



A constant motion cartoner places a supply of matzos in a plain carton, folding over and sealing the end flaps.



matically weighed and filled into cartons—the latter being simultaneously formed and bottom sealed—which are wax lined, then top sealed and subsequently packed in shipping cases.

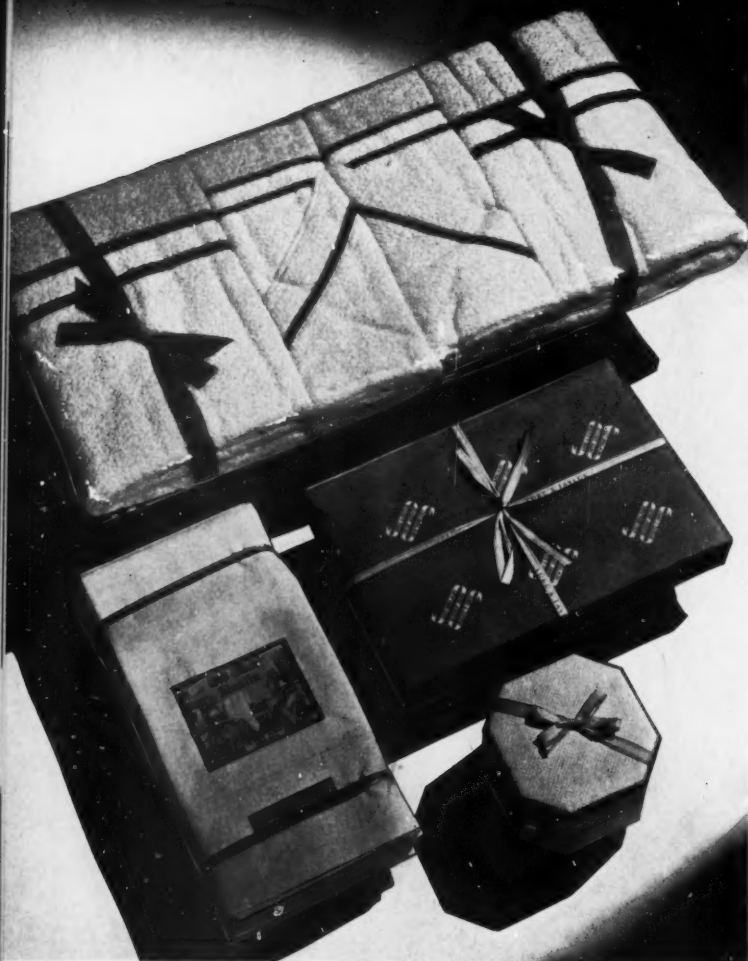
So—in the beginning, customers came to the plant with clothes baskets, lined with sheets and carried home the matzos for their Passover needs. Now, in a single day, motor trucks haul away approximately two and a half million pounds of matzos from the Jersey City plant alone. Tremendous changes have taken place between the time when a customer carried his requirements in a clothes basket to this day when thoroughly modern packaging equipment turns out triple sealed cartons, which must "stand the gaff" of being shipped to all parts of the world.



Carton-forming, weighing, filling and sealing unit used in the packaging of Manischewitz matzo meal and cereals.



Packages then proceed to a bundler where six are grouped, wrapped, and end labels are applied.



For the towel package above, printed cotton ribbons match the towel borders—Lord & Taylor carries the company name on its printed string which harmonizes in color with the design used for its wrapping paper—For pillow cases, ties match color of brand label—Gift box ties match color and design of cover paper. Items furnished by Chicago Printed String Company; photo by Rehnquist.

Below is shown a group of set-up boxes, tied with printed strings, used for gift and utility purposes by a Cleveland department store. Photo by courtesy of Chicago Printed String Company.



TYING YOUR PRODUCT TO SALES

by Edward Thompson

CINDERELLA has come out of the kitchen clad in colorful raiment, and this time—contrary to the story in its original version—there is to be no returning to her former existence. The humble and hitherto neglected, that which was too often considered last, has been raised to a place of importance and respect and now is in the position of making best sellers of many packages that formerly received little attention.

Manufacturers, giving thought to the design and planning of their packages, have considered carefully the selection of boxes, wrappers, labels and color schemes in an effort to select such assemblies as would create sales for their product. Little if any attention was paid to tying materials. They were considered, in some cases, as a necessary evil and therefore deserved slight thought, and in others the expense involved was such that their use was kept at a minimum. But this has been changed by means of a development that has, in a comparatively short time, demonstrated its ability to meet a demand for a tying material that will be economical, harmonious in color and design with other materials used, and actually add sales punch to the package. The advent of Ribbonette—printed cotton string—has been, in effect, the answer to the manufacturer's question, "How shall we improve our package ties?"

The use of cotton has long been known as a packaging material—cotton strings, linings and paddings and the use of cotton cloth in bags and coverings. But in these forms, it has served only a utility purpose. It required the transformation into tape and bands and the application of color and design to bring cotton to



In display and dispensing units such as this, printed cotton tying ribbons are offered for retail sales. These are to be obtained in an interesting variety of color combinations and widths. Photo by courtesy of Chicago Printed String Company.



its greatest importance in the packaging field—that of serving as a stimulus to sales. For it is possible to obtain Ribbonette in any color or combination of colors, made up specially to the customer's requirements no matter how small or how large these requirements may be.

Provided with such a wide selection, the manufacturer is able to match his boxes, wrappings and the like with a tie that harmonizes and adds to the attractiveness of his package. Here the selection of the tie follows that of the other materials. But we now have instances, and in fast-growing acceptance, where the design and color of the package tie has formed the basis or plan for label and other design. In other words, that which was formerly thought of last now becomes a first consideration and is effectively used to promote sales.

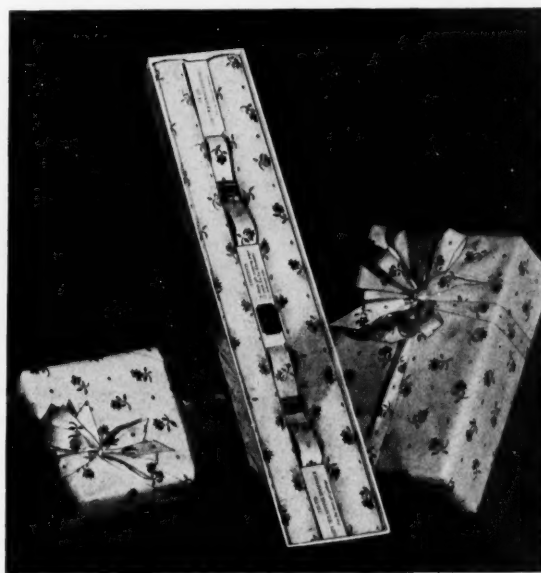
Then, as a further development, we find the printing of advertising messages as well as trade marks, company and product names on cotton tapes—again a step in the direction of improved packaging. As recently expressed to MODERN PACKAGING, the retailer, in his use of these printed strings, “takes the sign from his store and places it on his package.”

Products which can use printed strings advantageously form an imposing list and range through many industries. Cotton tying ribbons in colors and designs of endless variety are available for use by florists as tyings for corsages and pots, for textiles, toiletries, confectionery and a multitude of other products. In addition, there is also the consumer's use for gift package tying and similar purposes in which Ribbonette provides the finishing touch, matching in color the wrapping of box to be tied.

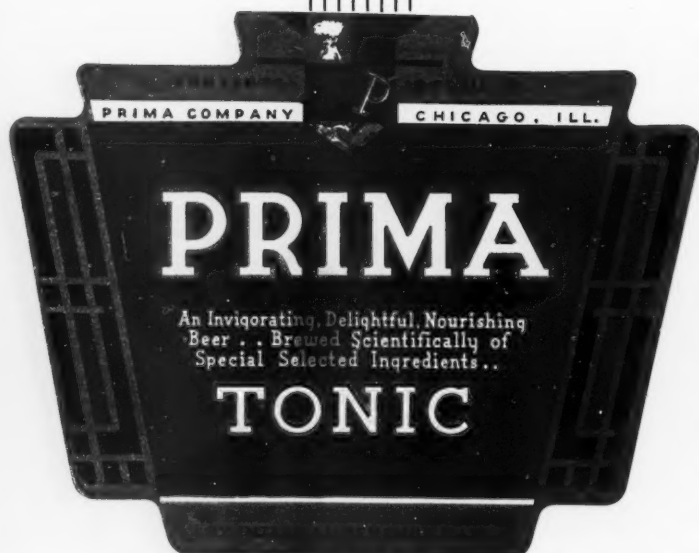
The illustrations accompanying this article show a number of examples of uses for printed strings. These are but a few and the applications are constantly increasing. They afford an excellent example of what may be termed the “rejuvenation” of an established packaging material, a humble product glorified to the point where it becomes an important stimulus to merchandise sales.



For consumer use, cotton ties, which correspond in color and design with a convenient supply of wrapping paper, are offered in a gift wrapping ensemble package.



DESIGNING TODAY'S BEER LABELS FOR TODAY



It is not difficult to understand that, with every effort strained in the direction of production—a production to meet a demand created by the legalization of beer—there was little attempt on the part of the brewers to give consideration to new label designs. The positive assurance that the public was thirsty for their product, the need to supply vast quantities and to arrange for its distribution—all of these considerations took precedence in their program, the carrying out of which required immediate and individual attention.

In most instances former label designs were used; in others slight modifications were evident, but, generally speaking, there were but few companies who adopted modern labels that would be in tune with present-day design. Among the latter group was the Prima Company. In the April issue of *MODERN PACKAGING* were described the packaging processes employed at the Chicago plant of that company; this article relates the plan which was followed in the design and production of the company's labels, actual samples of which appear on these pages.

As told to *MODERN PACKAGING* by F. P. Wagener of the Green Fulton Cunningham Company, advertising counsellors for the Prima Company, "As soon as the national election was decided last November, the Prima Company started to brew real beer, design labels and formulate sales policies. The question regarding the type of label to be used was not easy to decide. The company had been brewing continuously since 1890. Hence, should the old-fashioned labels be resurrected in this day of modern packaging trends, should new beer labels capitalize the company's near beer label design which was extremely well established or should it design entirely new togs for an old product in a new day? Beer went out at a time prior to modernized packaging and there was no precedent as to what a modern beer label should be.

"It was our opinion and also that of the client that in time all beer labels would be modernized like all other packaging materials, and that it would be best to start the new era in tune with the times rather than turn the calendar back several generations to a time when most old beer labels were designed. Today's beer consumers are living the environment of today.

"After a number of lithographers had submitted sketches of the customary types we employed El-

mer Jacobs, who had previously been responsible for a number of worth-while package designs, to develop certain agreed-upon ideas. Three months of almost daily consideration were spent on experimental layouts. Advertising effect, Government clauses and labeling equipment could not be disregarded for artistic considerations.

"Over thirty different roughs were drawn in color, pasted on bottles and clinics held. Modernization dare not be overdone. Colors had to harmonize with the color of the product itself, and there were to be light beers and dark beers. The quality of a really fine product had to be reflected in the label. Transparent bottle glass and dark bottles had to be labeled. The design had to be uniform on all labels and distinctive in shape and general design so that the entire line of beers then contemplated and that might be developed in the future would profit once the general label was established.

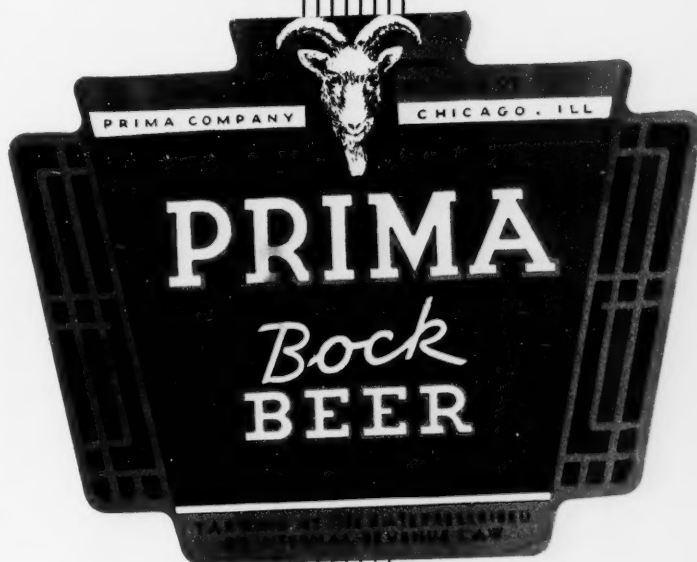
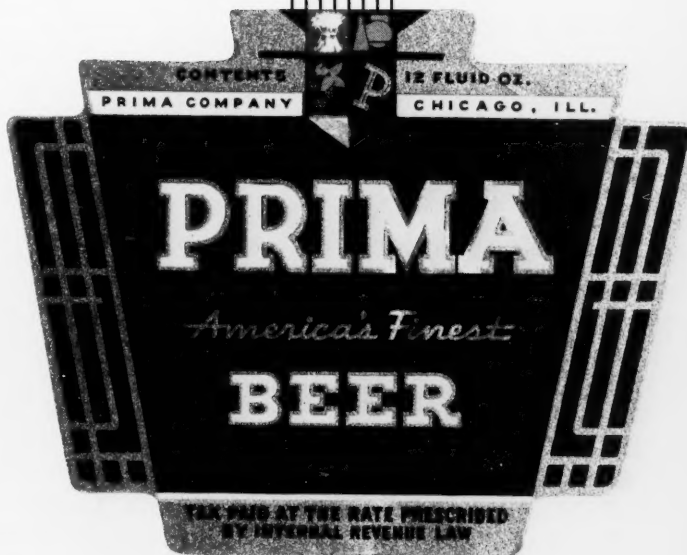
"When the general motive was determined, the design was drawn in various color combinations which would serve the variety of beer it featured, yet enable the group of the entire line to present a colorful picture when displayed in advertising.

"Shape had to be determined to facilitate labeling at the rate of 1000 bottles a minute, and to switch from one label to another without resetting the blocks of the labeling machinery. Many a worth-while design had to be discarded for some mechanical reason, and, knowing that in advance, the artist was employed not on the basis of designing a 'label', but to develop an all-purpose design regardless of the time required. After designs were completed in detail, finished working drawings were loaned to the label manufacturers who did their own plate work. With each order for labels the client furnished only the drawing and the sketch.

"By the composite label design, the Prima Company has only one label to popularize for a line of beers. On newspaper and other advertising where no color is used, the Prima package may be recognized instantly by shape and design even though an addition to the line may be featured for the first time. In other words, the mechanical difficulties and cost of popularizing different labels were dispensed with by the composite design.

"Because light beer always was and will continue to be the largest seller, the official Prima colors, blue and silver, were used on this label. All Prima beer advertising where color is used, from window displays to motor trucks, makes use of the same identifying blue and silver. Likewise, so that the same art treatment in lettering on the Prima labels harmonize with all other Prima beer advertising, the same artist lays out all lettering even on Prima art work produced by other artists."

Photo at right taken at the recent Brewing Exposition and supplied by Container Corporation of America shows the Prima labels as applied to corrugated shipping cases





PACKAGE IDENTIFICATION AND PROTECTION

by *Waldon Fawcett*

SLOWLY but surely it is being brought home to the packaging community that, in the unfolding of the New Deal, not one but two new major influences or movements are making revolutionary impress upon package form and packaging practice. So intent have been the majority of packagers and package-manufacturers in watching the progress of the N.R.A. adventure that only recently have they come to realize the potentialities in a parallel experiment in the centralized regulation of business conduct.

The temporarily neglected twin of N.R.A. is A.A.A., meaning the Agricultural Adjustment Administration. This letter is the "farm annex" of the New Deal. It operates in closest cooperation with the National Recovery Administration. But executives in the food industries and all packages whose operations contact any of the products of the soil (textiles, to cite one of the not too obvious examples) must needs be conscious that the A.A.A. is a separate entity, with an existence and a "platform" apart from its more conspicuous ally. And, indeed, while N.R.A. has concerned itself primarily, for the most part, with wage rates and hours of labor the Agricultural counterpart is already deep in the "reform" of many trade practices that involve the use and application of packages.

That the Agricultural Adjustment Administration is enabled to thus promptly impose its will upon trades and industries directly or indirectly dependent upon rural sources of raw material is due to the fact that the A.A.A. is sponsoring its own codes of "fair competition" in the food industries, etc. It is through this medium that the Agricultural organization is undertaking to prohibit the use of "loss leaders". Yet more sensational is the plot of the A.A.A. to put over, via its codes, certain controversial programs which have been waiting upon the willingness of Congress

to amend the Federal Food and Drugs Act. The outstanding example of this flank movement is the inclusion, in the A.A.A. codes, of the declaration that no one in the food and grocery industry "shall use a deceptively shaped or filled container for his product". False or misleading advertisements of any

kind are likewise denounced in the same breath and the wording of this part of the code is such as to subject package advertising to censorious scrutiny, along with other classes of advertising.

In packaging circles, attention to the activities of the Agricultural Adjustment Administration is off to a bad start because many packers and their suppliers first heard of A.A.A. in connection with what was accounted an affront, if not a slur, upon packaged goods. In a widely-exploited speech,

Administrator George N. Peek was quoted as standing for the reduction of marketing costs and, by intimation, indicting as extravagances, "fancy wrappers" etc. To packers, this tactless challenge is unpleasantly reminiscent of the hue and cry which has been raised, this past few years, on the basis of the half-baked thesis that the cost of the average consumer-package is disproportionate to the cost of the contents and that the whole expense of retail packaging is an unnecessary and parasitic charge upon distribution. This whispering campaign against packaging, as an economic and sanitary practice, has heretofore been so lacking in authority as to command little popular attention. But champions of packaging-for-service do not underestimate the facilities for publicity at the disposal of the heads of the present experiment in the socialization of business.

Thanks to the suspicions aroused by the back-handed slam at packaging, many packers have received with mixed emotions the hint from Washington that the Blue Eagle emblem be not placed on consumer packages. On the (Continued on page 68)

What may be characterized as contemplated reform of package trade practices is evident in certain activities of the A.A.A. As stated by Mr. Fawcett, this situation is not alarming but aids to emphasize the fact that, heretofore, many practices in packaging which have been subjected to adverse comment have commanded but little popular attention. It would seem from this that the New Deal bids fair to bring about a better understanding of packages and their functions.—Editor.

★ CONSIDER SELLING VALUE FIRST

“OUR recent field work in retail stores has definitely indicated that many modern packages have sacrificed some of their selling value to attain beauty and simplicity. Not to be misled by any such desire is especially important on a new product which is unknown to the prospective purchaser, where it is frequently necessary for the package itself to do the selling without much aid from the sales person.” Thus writes Arthur H. Ogle who describes for MODERN PACKAGING the development of two new packages recently placed on the market by Bauer & Black.

After months of research a new deluxe Pal Supporter had been developed and was ready for the

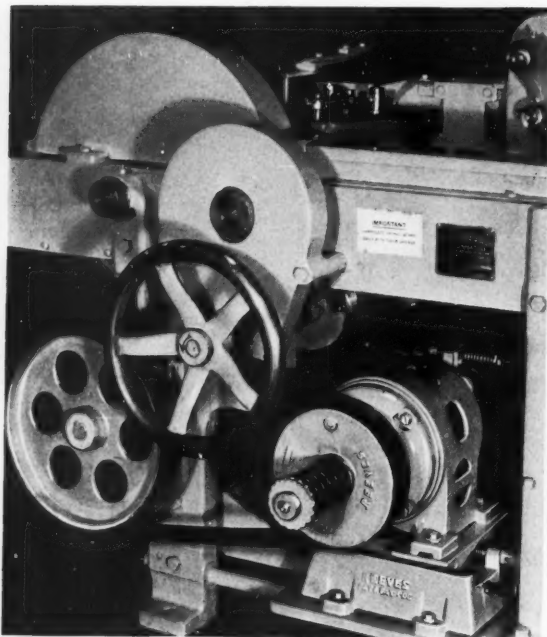


market. Since it was desirable to keep the old Pal on the market at a reduced price, it was necessary to package the new product in a distinctive manner so that there would be no confusion either among dealers or purchasers. It was also felt that the new package should be “dressed up” more than had been customary for this class of merchandise.

First of all, we decided on a set-up box instead of the old folding carton. To make it more impressive and to show the merchandise better we chose a flat box of large area. We then decided on the use of a Cellophane window so that the quality and some of the exclusive features of the new product would be visible without removing the cover. To differentiate the package still further, we prepared a layout and decorative design entirely different from the old buff-and-brown packages which had been uniform throughout the supporter line.

To emphasize the newness of the product itself, and to help distinguish it from the old Pal which had been known under that name for years, we came to the conclusion that a secondary name was desirable. “Blue Streak” was selected, both for its suggestion of action, and because the seams of the new garment are welded together with live rubber which is blue in color. There was considerable question, however, as to whether the secondary name would be permanent, or used only during the first year or so while trade and public were becoming acquainted with the new Pal. We, therefore, decided not to incorporate the name “Blue Streak” into the basic design of the package, but to add a blue band around the product (Continued on page 46)

Fig. 1. Jones cartoning machine equipped with variable speed pulley



VARIABLE SPEED ● PACKAGING *by J. M. Jewell*

THAT flexibility in the operating speed of packaging machinery is necessary is evident from the fact that certain cartoning machines can be run at speeds varying anywhere from 60 to 180 cartons per minute. Furthermore, the speeds of these machines must be made to synchronize with speeds of the tube fillers, bottling machines, labeling machines, wrapping machines and other units comprising the production lines. In fact, all these machines must be synchronized with each other in order that each may handle the output of the one preceding it, the pace being set by the first machine in the line.

The illustration, Fig. 1, shows an automatic cartoning machine which handles the "air-plane" type of cartons for packaging such products as tooth paste and shaving cream tubes, razor blades, jars, bunion pads, etc. This is provided with a variable speed pulley mounted on the shaft of a constant speed motor. It drives to a counter shaft pulley, 12 in. in diameter, which in turn drives the machine by means of a V-belt. The speed of the cartoner, with constant speed motor, is of course determined over the 3:1 range by adjusting the setting of the variable speed pulley. While the cartoner shown in the illustration includes this equip-

CONTROL FOR MACHINERY ●

As told to Francis A. Westbrook

ment, it is possible to purchase a variable speed pulley and install it on other machinery which did not have it originally. As these pulleys are not expensive in the first place and may easily be the means of substantial

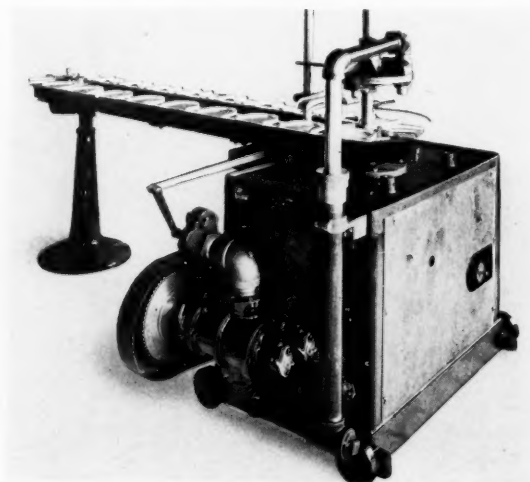


Fig. 2. Kiefer bottle filler equipped with variable speed transmission and variable speed pulley.

reductions in costs, they form an attractive item in any modernization program, and one which usually pays for itself in a short time by the savings made possible.

The application of variable speed control equipment to filling machinery is shown in Figs. 2 and 3. In order to make the machine versatile so that it can handle face creams and other materials of different viscosities at economical speeds it is necessary to vary the speed of the pump accordingly. As in the case of the cartoners, close speed control is desirable and this is difficult, or at least expensive, to obtain by controlling the speed of the motor drive. For this reason it is better to provide other means of speed control. Besides controlling the speed of the pump for various products, it is equally necessary to vary the speed of the feed conveyor so that the delivery of the containers will synchronize accurately with the rate at which they are filled. The two pieces of equipment are driven by separate motors.

Speed variation of the pump is accomplished by installing a variable speed transmission unit which is driven from the head shaft of the machine by a chain and sprocket drive. This gives a 5:1 range which is more than sufficient. The speed of the conveyor is varied by a variable speed pulley mounted on a 2 hp., 1800 r.p.m., constant speed motor. It drives to a 14 in. pulley on the head shaft of the conveyor and provides a speed range which makes possible the maximum production efficiency of which the combination is capable.

Fig. 3 shows a bottling machine equipped with a variable speed transmission unit which provides for a rate of filling varying anywhere between 9 and 36 bottles per minute. To accomplish this it is merely necessary to turn the speed control handwheel. In this instance the speed control unit has replaced a gear box by means of which certain fixed steps in speed are obtained without any flexibility, while with the new unit any rate of operation between 9 and 36 per minute is possible. The bottling machine shown in the illustration incorporates the variable speed unit as an integral part of the machine. However, there is no reason why the speed control unit cannot be installed between the motor and the drive mechanism of an old machine and make possible the same desirable results.

One of the most interesting applications of variable speed control is at the plant of the Vick Chemical Company at Greensboro, N. C. During the rush season Vick's produces daily 80,000 jars of Vaporub, 60,000 bottles of Nose Drops and 100,000 sam-

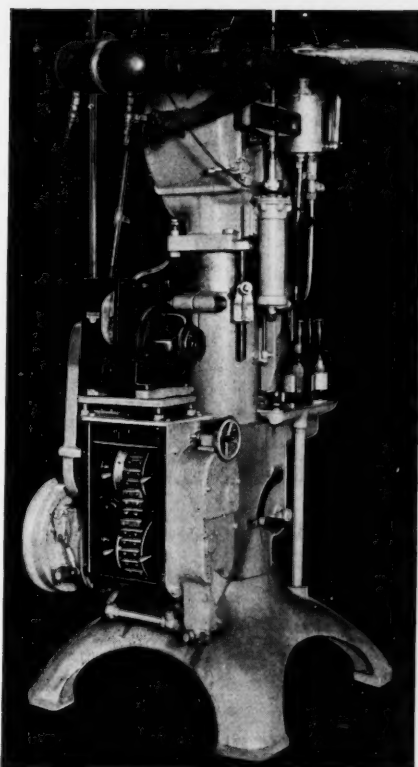


Fig. 3. "Dixie" automatic filling and capping machine, incorporates internal operating parts of a variable speed control unit in completely enclosed housing.

ple bottles of the latter. On the filling machine (see Fig. 4) a variable speed transmission was installed to replace a complicated system of gears and a disc drive for the operation of a small pump which delivers Vaporub in liquid form to the filling nozzles. This variable speed transmission makes it possible to fill the jars to within 0.2 grams and has resulted in cutting the rejections 50 per cent. Production has also been stepped up 7 per cent by means of this change.

At the same plant a variable speed motor pulley was applied to another filling machine to drive a rotating

table carrying jars under the filler. This machine does not have a pump as gravity feed is used. Small conveyors carry the jars from the filler to the capping machine which is synchronized with the filler by means of a variable speed transmission. Finally, the jars go from the capper to the labeler, which is also provided with a variable speed unit so that it may be properly synchronized with the other operations in the line.

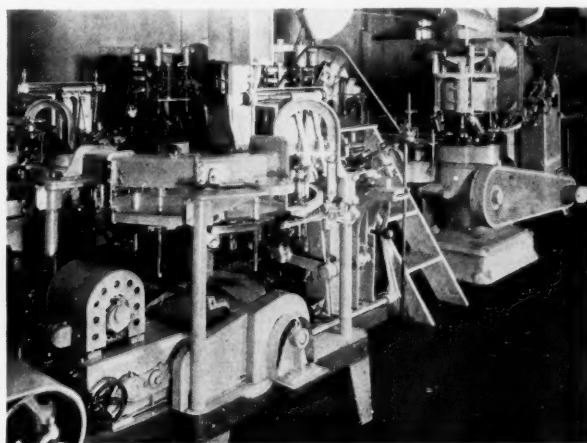


Fig. 4. Reeves variable speed transmission driving bottle filler at Vick Chemical Co.

PROMOTING SALES BY SAMPLING

(Continued from page 34) Containers, wrappers, closures, seals, labels, all are present or accounted for, as are other packaging adjuncts such as protective materials, package inserts, mailing boxes, etc. As with the materials used for standard size packages, each has its place and function in the make-up of the sample package. Besides these, and of fairly recent innovation, are such sampling devices as packets which are also applicable for small unit sales of powdered products such as concentrated foods, pharmaceuticals, cosmetics, dyes, etc. In these it is possible to hermetically seal in the product, providing moistureproof, airproof and greaseproof protection and at the same time obtain the advantages of visibility and cleanliness.

In the accompanying illustrations are shown a number of examples, selected from various groups of industries, which present a fair cross-section of sample packages and the materials used. Not all by any means, for the subject of sampling is one which requires specialized study. It is hoped, however, that this summary will suffice to point out the importance of this method of merchandise distribution and testing and indicate the part which the package plays.

One or two "cautions" may be pointed out with respect to the planning of a sampling campaign. To charge for a sample or not is a question as to whether the samples will stimulate useless requests and if indiscriminate free distribution might cheapen a product's reputation. While the establishment of a price for the sample may cut the waste and return a part or all of the cost, a charge may also operate to reduce legitimate requests. Avoid sampling where distribution is spotty or incomplete—the effort will be dissipated if there is a lack of retail outlets. Control sample circulation to likely prospects unless the product has general appeal.

I can conclude this article in no better way than to quote from a pamphlet "Sampling Is Believing," recently published by the Anchor Cap & Closure Corporation, which outlines various procedures in the selection and application of packages in sampling work, and from which liberal abstracts have been taken in the preparation of this study.

"A sampling campaign should be gone into thoroughly or not at all. There should be no halfway compromises, or the results will not justify the expense. Unless the sample impresses and pleases the person to whom it is given, it is a waste of money.

"The agencies or methods by which samples are distributed should not be selected hit or miss. It is too expensive a procedure for that. There should be a definite incentive for all concerned to pass samples on to the consumer in the original form and not distribute them wastefully.

"There are all sorts of ways to inject interest into a sampling campaign and to attract attention: novel containers, unique promotion schemes or methods of distribution, tricky displays or costumes for sampling

crews, decorated delivery cars, publicity stunts. The only limit is the imagination and ingenuity of the person in charge.

"Given a fair break, however, and a careful planning, sampling is one of the surest, speediest and most effective means of obtaining new customers and quickly building up consumer demand for any product."

CONSIDER SELLING VALUE FIRST

(Continued from page 43) itself, containing the name "Pal Blue Streak," which is read through the Cellophane window. Whenever it is felt that the secondary name has served its purpose, it can easily be dropped, simply by discontinuing the use of the extra band.

When the Thermat Heat Pad was first brought out two years ago, each pad was packed in an individual box. A year ago decision was made to use a Cellophane wrapper to show clearly the four attractive pastel colors in which the product is made. It was still felt, however, that the package lacked selling appeal in that it did not give the prospective purchaser any information about its method of use or what it was used for. In preparing for the Fall sales campaign, therefore, it was decided to use a printed Cellophane wrapper on which uses would be illustrated and listed. We, therefore, developed a design which gives the name Thermat Heat Pad in a very large size, together with two illustrations, one showing the pad being prepared for use and the other showing it in actual use. On the back of the wrapper we used the space for additional selling copy. On the front design the four corners are left clear so that the color of the Thermat Heat Pad will show through. One of the limitations of this design job was to arrive at a color combination which would harmonize with each of the colors of the pad itself: orchid, green, rose and blue. We finally decided to limit the colors of the printing to black, white and silver.

While it would undoubtedly have been possible to prepare a much more beautiful design without the limitations imposed, we felt that it was essential to make the Cellophane wrapper a real selling tool which would give as much information as possible to the prospective purchaser.



Arthur H. Ogle, who furnished the information for the above article, is vice president of Needham, Louis and Brorby, Inc., advertising agency of Chicago. Formerly with Bauer & Black, Mr. Ogle has long been known for his interest in packages and packaging. The designs for the Thermat wrapper and the Pal box were worked out by E. Willis Jones of the above agency.—Editor.



PACKAGING SOUTH OF THE RIO GRANDE

by Kenneth Beldin

SHALL we use our American package "as is" in Mexico and South America? Or shall we re-adapt it to the Latin-American market by translating all or part of the wording into Spanish, but retaining the original appearance? Or, again, shall we design a totally new package, based on the different buying habits in this vast territory?

These are the three alternatives from which every manufacturer must choose when he decides to enter this most important of all close-to-home markets. A recent look at the shelves of thousands of merchants south of the Rio Grande and north of Cape Horn reveals that each of these three methods of packaging procedure has proved successful in some cases, but has failed in others.

It is now commonly admitted that the selection of the right package—by reducing resistance—may mean a saving of many thousands of dollars in the cost of introducing a new product in a given territory. That this applies to Latin-America has been repeatedly proved. Or if you already have distribution in this zone, and are blaming the tariff, competitors, your advertising agent, the depression or the gold standard for your failure to secure a satisfactory increase in volume, you may wish to profit from the experience of those who have found the necessary sales stimulus in the adoption of package changes—either in modi-

fications of the wording, shape and design, or in a complete change in the name and appearance of the product and package.

So let us start by examining *successful* examples of each of the three possible packaging policies mentioned above, in order to determine actually what is indicated by practical experience as the best procedure for your own product or line of products.

If we examine the displays in drug stores and in the many *perfumerias*, those little specialty shops that now emphasize cosmetics equally with the straight perfumes, we will find there many bottles and jars of familiar shape and labelling—smart little amber, green or black flasks bearing two or three lone French words in sophisticated gold letters, powder boxes in the modern manner, lipsticks, rouge and compacts identical in every way with those put up in the United States or France for home consumption.

Here, for example, are just a few of the domestic packages that have been retained without change in the Latin - American market: Hudnut's



Three Flowers Powder, Hinds Honey and Almond Cream, Mennen's Talcums, Tangee Lipstick, Krank's Lemon Cleansing Cream, Stacomb, Princess Pat Creams, Barbara Gould Creams, Mentholatum and Max Factor's Products.

And even more of the French perfumers take advantage of the Latin-American tendency toward reverence for the *imported*. Among the hundreds of French perfume, toilet water and cosmetic items that you can't tell from the ones in the Fifth Avenue windows are: Poudre Bourjois, Creme Francaise "Any", Creme Simon and Quina Laroche.

Ask cosmetics retailers why they sell more cosmetics with foreign labels. They'll tell you Paris and New York are looked on as the perfume and beauty centers, and that the closer your package comes to saying, "I'm from Paris", or "Meet me at the Ritz" the better chance it has for volume in this market.

One circumstance that permits the cosmetician to take advantage of the preference for foreign products is this: While it may be necessary to identify the nature of many products—as, for example it has been found necessary to say in so many words on the label that Stafford's Fountain Pen Ink is *Tinta Para Pluma Fuente*, Stafford—it does not seem at all necessary to explain to milady that "powder" or "poudre" are nothing less than *polvo*, or that "cream" and "creme" are merely foreign words for the *crema* they are out to buy. For one thing, even if the words are not quite similar in themselves, the packages just about tell the story at a glance, and the arrangement in the display case or on the shelf usually serves to further classify the more common cosmetics items very satisfactorily. Of course, this does not apply to specialties that fall outside of the more common classifications—freckle creams, wrinkle removers, liquid powders, curl sets, etc. In such cases a change in the name of the product or in the sub-heading is usually necessary.

But where the nature of the product need not be told clearly, in so many Spanish words, the successes of unchanged packages are legion—particularly in the cosmetics field. Apparently there is in this territory, despite buy-at-home movements galore, an irresistible glamor surrounding things foreign particularly among social-prestige items—those things which women discuss among themselves, or which, when seen in each other's boudoirs, bear on respective social standings.

In the Argentine and Mexico a few home-products-in-home-garb have had fair success in this field. Outstanding among these is Hudnut's "Rosa de Guadalupe" line, adopted by this concern and stamped with its own firm name after favorable marketing tests under a Los Angeles, California, manufacture mark.

Inasmuch as the Virgin of Guadalupe is to Mexico what St. Patrick is to Ireland, there is no mistaking this line for anything but a 100 per cent Mexican product.

Crema Nivea is another product that has a distinctive name and wears a distinctive dress in Latin Amer-

ica, in accordance with the policy of the German manufacturer, which is also evidenced by the smart packages under which Cream Nivea is now being marketed in the United States. *Poudre Moulin Rouge*, on the other hand, is exclusive to the New World, but with a distinctly French name and atmosphere.

Among successful packages that have undergone minor changes south of the Rio Grande without losing their character are many of the tooth paste tubes and cartons. To see the packages in the show windows one would not distinguish them from the domestic Ipana, Forhans or Pebecco containers. The trade name and general design remain the same, but instead of "Ipana Tooth Paste" we find on closer examination *Pasta Dentrificio Ipana*, to quote but one example. Strangely, the cartons containing most of the tooth brushes that accompany these modified packages still remain untranslated.

Cutex *Rosa*, Ponds Cream *Para Limpiar* and Dagell *Crema Invisible* are examples of mixing languages in cosmetics labels in order to combine clarity with foreign prestige.

In the field of proprietaries the examples of mixed labels are even more numerous. The reason is obviously that while a flask of perfume on a shelf of perfumes needs no explanation as to its purpose, an emulsion of cod liver oil will not sell itself without all the explanation the manufacturer can get on the package and in the advertising as well as into the dealer's windows and into the dealer's head. For this reason we find such labels as the following: Lysol *Desinfectante*, Pildores de Foster, *Calfiaspirina* Bayer, *Linimento de Sloan*, Glyco Thymoline *Loción*, Modess —*la Toalla Sanitaria Moderna*, *Pastillas de Dr. Bell Para la Tos* and *Emulsion de Scott*.

What about modernism in packaging items for this territory? readers of MODERN PACKAGING will want to know. The answer is that the capitals of our southern neighbor republics are great sophisticated cities, combining much of the culture of the European centers—Paris, Vienna, Madrid—with the bustle and occidentalism of a New York or a San Francisco. No churls or hayseeds, the metropolitanites of Mexico City, home of Diego Riviera and Carlos Merida. No country cousins, the Paris-educated *senoritas* of Rio de Janerio or Buenos Aires.

So if you have just employed a package designer to create a new jar, can or carton in the modern manner, for God's sake and the sake of your volume don't make the usual mistake of pushing off what's left of the old style onto these smart buyers.

For these discriminating Latin-Americans are as prone as the New Yorker to try out the more strikingly dressed new product of one's progressive competitor. If he does, he may stay switched a long time.

Don't forget that the Mexican and South American manufacturer has at his disposal the best of talent in the fields of fine and commercial art, and when he takes a notion to *go modern* in his packaging he sometimes beats us at our own game.

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SOME OF THE

NEWER PACKAGES

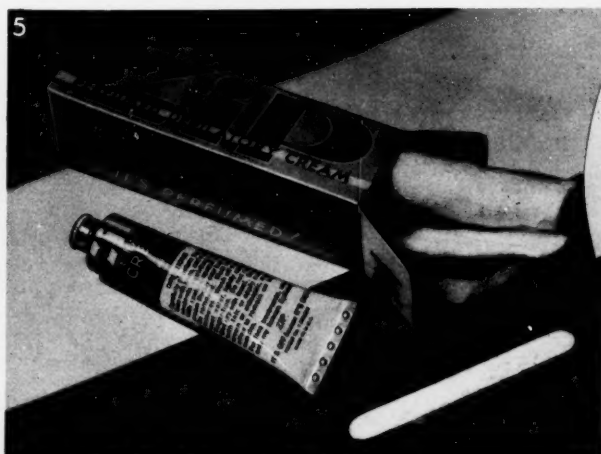
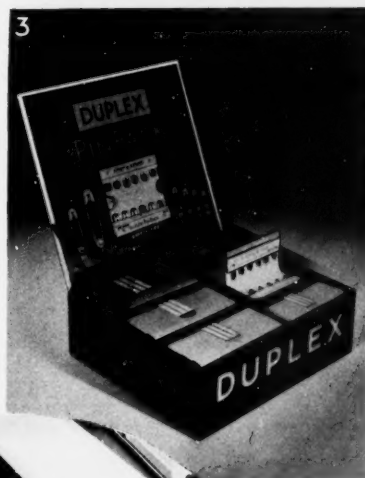
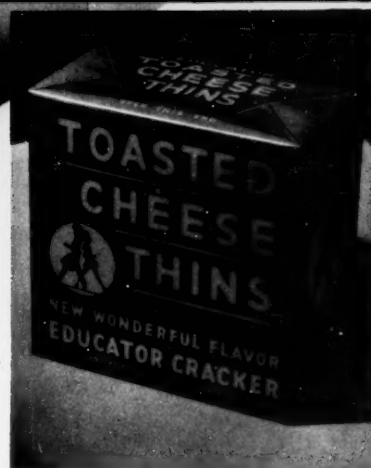
1—Stickney & Poor now packs cinnamon, ground pepper and other condiments in cocktail size tumblers, sealed with a paper cap held in place by a Cel-O-Seal band. Paper cap becomes a sifter top when punched with holes. Photo, courtesy of Closure Division of Armstrong Cork & Insulation Co.

2—Among the very latest in food packages is the new package used by Educator Biscuit Company for Toasted Cheese Thins. The product is put up in a plain carton and then covered with a printed wax wrapper which is heat sealed. Courtesy of Kalamazoo Vegetable Parchment Company.

3—Compare these convenient Pin Packs with the customary cards used for safety pins. There are five different sizes. In this pack one pin can be removed at a time without affecting the others. Designed by Will Gerth and made and printed by Chronicle Press for Consolidated Safety Pin Company.

4—New stamp pad packages of the Carter's Ink Company come in five different colors of ink. Top half in each case is black; color at the bottom indicates the color of the ink. On the black pad the design is reversed—black at the bottom and the top in gold.

5—Jean Jordeau, Inc., announces this new package, consisting of tube and carton, for Zip Depilatory Cream. The color scheme includes dark and light green and white, carried out in both carton and tube. The former is made by J. & P. B. Myers and the latter by Atlantic Manufacturing Company.





AMONG THE NEW CARTONS

1—Different and new in ice cream packages is the "Peel Pail," so designed that it can be pulled apart and the cream exposed for slicing in brick form. The illustration shows closed, open and "pulled apart" positions. A product of Bloomer Brothers Company.

2—Brand identification and quality appeal are attainable in this new window display carton for celery. Made of solid fibreboard, paraffined inside, triple-reinforced corners at both ends for rigidity and to avoid tearing. A development of the Container Corporation of America.

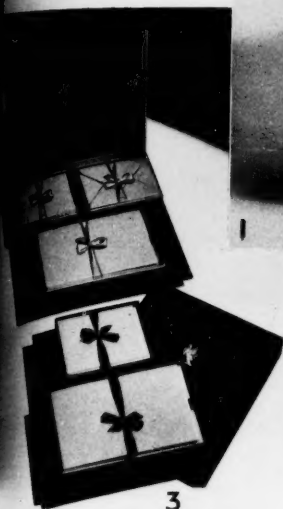
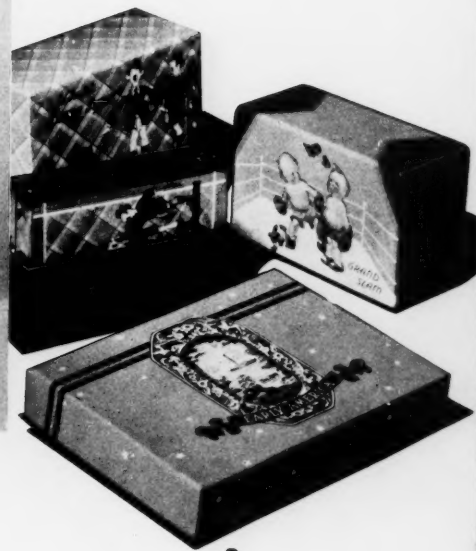
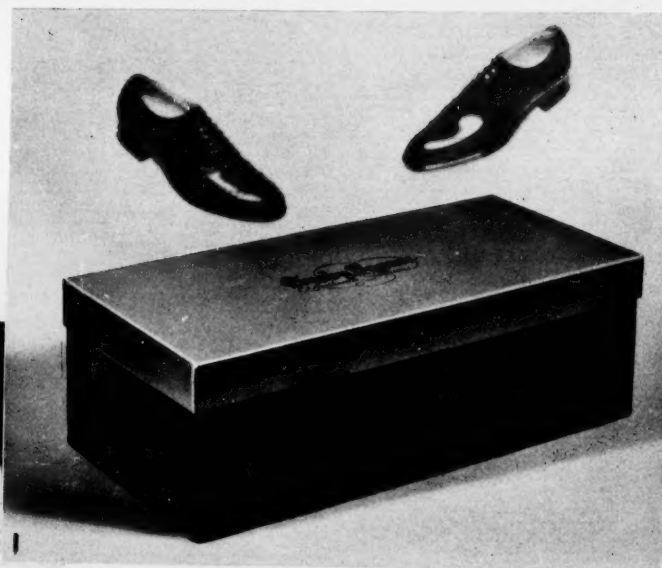
3—Limes and other fruits sell better when protected and displayed in cartons such as that illustrated. No

glue, staples or tape required—the box is easily set up, filled and closed. Designed and made by the Container Corporation of America.

4—Design modernization is evident in the new Swan potato starch flour package used by the Stein-Hall Manufacturing Company, as contrasted with the old carton. The new wrappers are supplied by the Dryer Printing Company.

5—Here is a package that created attention—quite subtle about its contents, too—and has produced definite sales. The brown background is most effective as indicating desirable results from the product. Designed by the Bott Advertising Agency.





NEW IN SET-UP PAPER BOXES

1—Walter Booth Shoe Company, Milwaukee, Wis., sought a distinctive container for its Crosby Square line—something different from the ordinary shoe box. With a red cover, black bottom and gold lettering this is attained. The boxes are made by the Manufacturers Box Company, the labels by Schulz Lithograph Company.

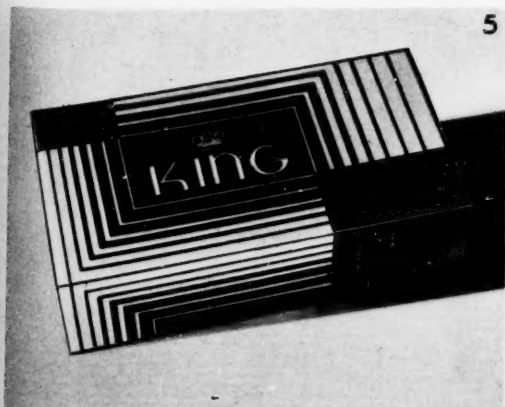
2—Carrying designs appropriate to their “deck” designations, each of these new card boxes interprets a present vogue and has proved popular. Similar boxes are made up for single packs of cards. All are products of the E. E. Fairchild Corporation, Rochester, N. Y.

3—A large size gift package, attractive to look at and at the same time giving no illusions as to the supply of paper contained in the box, are the ideas behind the new

“tray box” series of social stationery recently announced by Z. and W. M. Crane, Inc. of Dalton, Mass.

4—Benjamin Lewis is responsible for the new design used by the Swan Pencil Company for the display and individual boxes for Casino pencils. Both make use of a brown background, the design in red and black and a reproduction of the pencil in actual colors. The former design is shown in the background.

5—Black and silver in graduated fashion, with the corners of red background and black letters, describes the new King Razor box. Razor package and blade packages are similar. Designed by Lanpher & Schonfarber, Inc., for King Razor Company. The box is a product of the Mason Box Company.



NEW IN GLASS CONTAINERS



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1—Color scheme and placement of label are planned to give bold visibility and strength to the Killer package. Designed by C. C. J. Thelander for the George H. Conn Company. Bottles and Caseal caps were supplied by Obear & Nestor, labels by Freeport Printing Company.

2—Tyler Products Company uses this novel bottle for its line of fruit syrups. Bottles are supplied by Brockway Glass Company; caps by Anchor Cap & Closure Corporation and Aridor Company, and labels by Cameo Die Cutting & Engraving Co.

3—The new Chocolate Egg Nog package (in foreground) used by the S. J. Baron Company permits easier pouring and provides a firmer base. A red Amerseal cap effects the closure. Courtesy of Anchor Cap & Closure Corporation.

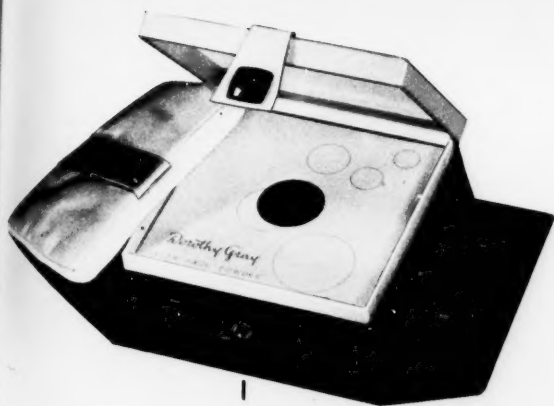
4—Three items in three different lines are packaged in jars of the same design by the H. D. Lee Mercantile Company. Labels distinguish the brands. Photograph by courtesy of the jar manufacturer, Owens-Illinois Glass Company.

5—The jell leaves the jar when it's opened and turned over. Mayflower Products Company uses this package for its Adams brand of cranberry sauce. The new label is shown at the right. Capstan jars and Anchor caps are used.

6—Hester Price employs a Capstan stock jar and an Amerseal cap, with a lithographed trade mark on top, for Mus-Tang Sauce. Cameo Die Cutting & Engraving Company makes the foil label which is used.



5



NEW TOILETRY PACKAGING

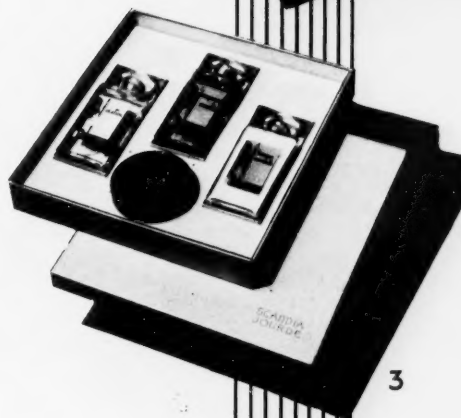
1—Smart, with its snap-button cover and glazed black base, this new Dorothy Gray Salon face powder box. Designed and produced by Lorscheider-Schang Company.

2—With its die-cut window to display color and texture of its contents, the Jasmine powder box used by United Drug Company has particular appeal. Lorscheider-Schang designed and produced this.

3—A greenish blue background with flesh colored edgings forms the color scheme for this recessed box used by Scandia-Jourde Corporation. Designed and made by Karl Voss Corporation.

4—Yardley puts up an attractive gift set consisting of an assortment of toiletries perfumed with English lavender, arranged on a base of deep cream satin.

5—Also new by Yardley is this baby set in a box of pink beige, the lid of which is decorated with a reproduction of a crayon drawing of a baby's head.





NEW IN METAL AND FIBRE CANS

1—J. S. Ivins' Son, Inc., of Philadelphia is, so far as can be learned, the first manufacturer to utilize a self-pouring device for a cracker meal package, which of course adds greatly to its convenience.

2—Modernization in scarlet, black and white, copy simplified and improved display value characterize the new spice can, at the left, which has been designed by C. C. J. Thelander, of Thelander and Berg, for the George H. Conn Company.

3—Juvenile appeal plus is evident in the new drum package for cookies recently adopted by J. S. Ivins' Son, Inc.

The Pollyanna Cookies tin is also appealing. Both these packages were conceived and designed by the company.

4—Suitable for many purposes are these Titelock paper containers made by the Wisconsin National Fibre Can Company and covered with a wood-grain paper manufactured by the United Manufacturing Company.

5—Varnished labels in black, yellow and white are used on the new insecticide packages of the Fumol Corporation. These were designed by Alvin Pollard of the Ever Ready Label Corporation. Cans are furnished by the Continental Can Company and the Eastern Can Co.



A PAGE OF NEW DISPLAYS

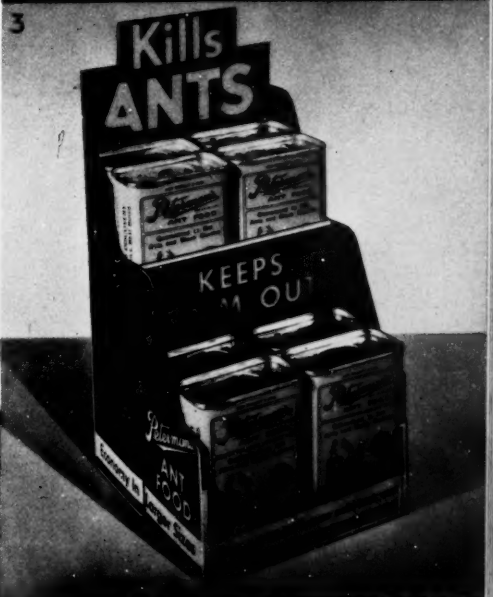
1—Four different Norwich cold relief products are shown by means of an ingeniously constructed "four step" display and are made easily available to the consumer. Created and produced by the Einson-Freeman Company, Inc.

2—The Wander Company using this display card effects a triple tie-up: features a package of Ovaltine; offers, as a premium, a Little Orphan Annie mask, and calls attention to a children's radio program. This display card was designed and lithographed by the Einson-Freeman Company, Inc.

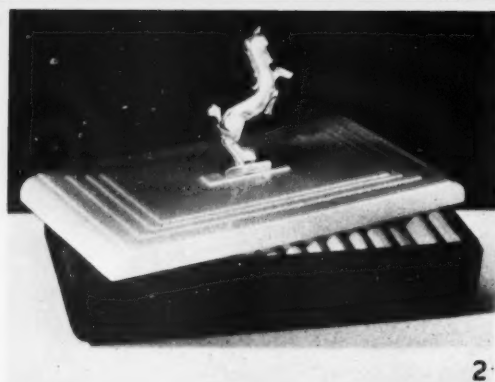
3—Proving its worth in increased sales, this double tier container used by Peterman's, Inc., to feature Peterman's Ant Food serves both as a shipping carton and counter display. In addition to showing twelve cans of the product, the display carries pertinent advertising information. Devised and produced by the Einson-Freeman Company, Inc.

4—Featuring two of its products—Tongaline and Pankolyn, for the relief of headaches and indigestion—the Mellier Drug Company of St. Louis makes use of this easel back display. The background is gold, the lettering is green. Hycoloid containers are used for the individual products.

5—Knothe Brothers Company, Inc., in featuring its Smoothsox Garters makes use of this nest box display. Box wraps and the flap for the nest box were made by Oberly & Newell; the individual boxes and the display by the Lebanon Paper Box Co.



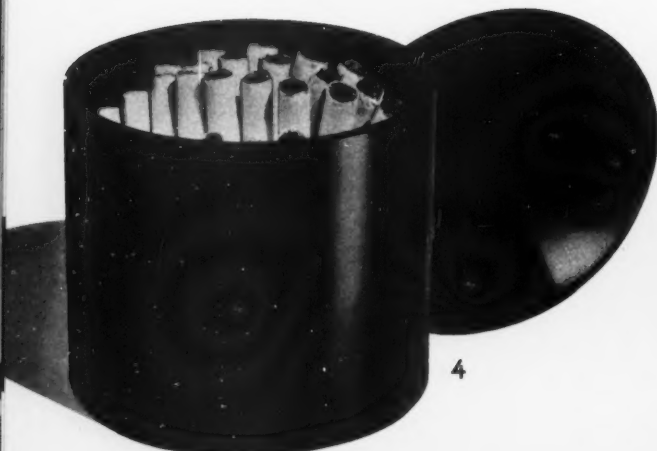
NEW MOLDED PLASTIC PACKAGES



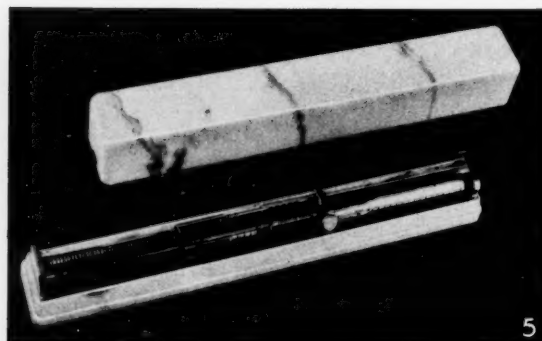
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1—The entire line of Dorothy Perkins toilet preparations was recently redesigned. The new packages employ silver and green as their color scheme, giving them a cool, fastidious air of quality. The medium length green molded caps are a standard Armstrong design.

2—Combining plastic with metal in modern design, this attractive cigarette box, molded of Bakelite, is a new number introduced to the trade by the Reynolds Spring Company. Photo, courtesy of Bakelite Corporation.

3—Offering special appeal as a gift item, the new Lady Lillian manicure set has been recently developed by Northeastern Laboratories, Inc. The set is packaged in a green and black Bakelite box, and closures are of the same material. Molded by Auburn Button Works. Photo by courtesy of Bakelite Corporation.

4—For cigarettes, cotton, powder, candy, tobacco and a number of other items. Carried as a stock item, and furnished in various colors, by the molders, Tech-Art Plastics Company.

5—In mottled effect, this molded Plaskon box serves as a convenient and substantial container for the "Rule of Life," a product of Scientific Instrument, Inc., of Ft. Wayne, Ind. The case was molded by Chicago Molded Products Company. Photo by courtesy of Toledo Synthetic Products, Inc.

HERE AND THERE IN THE PACKAGING INDUSTRY



Packaging Machinery Manufacturers Institute, Inc., held its first annual meeting Oct. 6 at the Commodore Hotel, New York City, this meeting following sessions of committee and directors held the day previous. H. H. Leonard was chairman during the morning and afternoon meetings and also presided at the dinner held the evening of Oct. 6.

About thirty-five members were present. Constitution and by-laws were discussed and adopted and consideration given to a course of action with respect to a code of practice as relating to the functioning of the National Industrial Recovery Act. At the dinner B. M. Webster discussed matters pertaining to the N.R.A. activities.

Following the dinner, election of officers took place, these being as follows: President, H. H. Leonard; vice presidents, Roger Putnam and H. K. Becker; executive vice president and treasurer, W. J. Donald; directors (including the above), F. B. Redington, Morehead Paterson, C. E. Schaeffer, G. P. Fuller, R. T. Bacher and A. G. Hatch. Four separate groups or divisions have been formed, each of these being headed by a vice president as follows: Corrugated and fibre box machinery, E. E. Metz; paper box machinery, J. S. Stokes; liquid filling, capping and labeling, E. E. Finch; dry sealing, lining, cartoning and wrapping, Kendall D. Doble. It is probable that other groups within the institute may be formed later.

The First Annual Exhibition of Industrial Design and Packaging is being sponsored by the Civic Planning Committee of the Los Angeles Junior Chamber of Commerce, to be held November 6 to 11 inclusive, with a possible extension through the week ending November 18. The exhibition is to be held in the lower exhibit hall of the Chamber of Commerce Building, Los Angeles, Calif.

Sefton National Fibre Can Company is now represented in New York by the Winkson Company, Inc., with offices at 421 Postum Building, 250 Park Ave.; telephone, Eldorado 5-5118. A force of eight sales representatives is maintained under the supervision of F. C. Allen, Jr., to serve customers in the New York and surrounding territory. In addition Stanley Lowen, 122 East 42nd St. (telephone: Ashland 4-4455) will devote his entire activities in the company's behalf to the cosmetic field.

T. C. Howard, who has been associated with the Saranac Machine Company during the past twelve years, died on September 8th after a month's illness. Mr. Howard was a man of high character, sterling

qualities and helpful ability. His passing will be keenly regretted by a large circle of friends.

H. T. Warren is now representing the C. F. Hatch Company of Lowell, Mass., and has recently opened an office in the Chanin Building, 122 E. 42nd St., Room 475; telephone Lexington 2-9881. Mr. Warren formerly represented the Waterbury Paper Box Company.

F. L. Amberger, designer, has moved his studio to 60 Gramercy Park N.; telephone, Stuyvesant 9-5417.

Bond Manufacturing Corporation, Wilmington, Del., has established a Chicago office at 120 South La Salle St., in charge of George A. Knight; telephone Franklin 5853.

Artcote Papers, Inc., of Irvington, N. J., manufacturers of non-tarnishing and rubproof gold, silver and copper metallic papers, announces the opening of its Midwestern sales office, located at 1103 Merchandise Mart, Chicago, Ill., where a stock of the more popular numbers will be carried.

Simplex Wrapping Machine Company, Oakland, Calif., has appointed the Everett Machine Corporation, 817 Broadway, New York City, its eastern representative, effective October 1.

Clarence H. Bills has become associated with George Switzer, designer. Mr. Bills was art director for the Otis Elevator Company, and as industrial designer has developed successful products for Stainless Steel Division of U. S. Steel Corporation, Dahlstrom Metallic Door Co., U. S. Rubber Company, Royal Typewriter Company, etc., and at one time served on the engineering staff of Willys-Overland Company. In his new connection, Mr. Bills will continue to serve his clients as heretofore.

To acquaint industry with the improvements that are continually being made in its special devices and standard scales, the Toledo Scale Company is conducting a series of industrial exhibits throughout the country. In the larger centers where the company maintains complete offices, displays are held in the local branch of the Toledo Scale Company, while a specially constructed display truck, containing a representative selection of Toledo scales and precision devices, will visit other important centers where office facilities are not adequate. To date, such exhibits have been made in New York, Detroit, Philadelphia, Buffalo, and Chicago, where the Toledo Scale Company conducted its own (Continued on page 60)

Editorially speaking ★ ★

THAT "PACKAGE CHANGE" BOGIE



WE have talked a lot about package redesign—why, when and how. And since its initial issue this publication has offered no end of substantial evidence to show the accomplishments of properly redesigned packages. Nor have we been alone in these efforts to bring about a clearer understanding, among manufacturers, of those principles which underlie package changes. Suppliers of package materials, designers, equipment manufacturers and others in the industry have all made concerted endeavors in this direction, to say nothing of the numerous articles on the subject which have appeared in various publications. But there are still to be found a large roster of the "die hards"—those manufacturers who still persist that it is fatal to even attempt a change in package dress.

So—to keep on fighting. A letter we received recently furnishes inspiration, so we quote from this: "Probably the most difficult single problem that a commercial package designer has to solve is this matter of 'how much change'. For the majority of questionable packages, of mid-Victorian vintage or earlier, I agree that the change should be complete enough to really create some 'news value' among salesmen, jobbers, dealers and consumers. But the rub is, how in the world can you convince the manufacturer that he isn't deliberately taking a step that will jeopardize, if not actually lose, his present customers, who won't recognize the package in its new dress, and therefore refuse to buy it, or on the other hand, that the consumers seeing the change will doubt that the product is the same 'good, old reliable . . .' and definitely hesitate about buying it, being in a mood particularly susceptible to substitution.

"I have consistently stressed the fact that protection of old customers can be easily accomplished by either using magazine or newspaper advertising, counter or window displays, or certain forms of direct mail which may be given out by the dealers.

"But in addition to the protection of present customers there is the great big market, consisting of: (1) those consumers who have never tried the product and are not likely to in its old-fashioned package, and (2) the variously estimated new consumers coming into the market every year, running from 1,500,000 to 2,500,000, who, having reached the age of discrimination in their buying, are not going to be tied down by old packages and traditions. Certainly these are

well worth while considering, and going out after.

"Then finally, there comes a point at which the manufacturer is simply up against it to get activity out of jobbers' salesmen and retail store owners and clerks. He can't reduce his prices, give greater discounts, increase the size of his packages, give larger advertising allowances, or embark on 'new and bigger consumer advertising campaigns'. At this point, the development of a new and better looking package, even though it is a radical departure from frowsy-looking packages that have been used for years and years will furnish that dramatic appeal, that news-value, that stimulation, all of which will give distributors something new and interesting to talk about, and as the result of the increased sales activity, sales somehow or other suddenly and unmistakably jump upwards."

To us, the argument in the third paragraph of the letter quoted offers alone substantial reason for the consideration of a package change. While admitting a reasonable allowance of respect for antiquity, it is a foregone conclusion that the coming generation will hold obsolete package design in aversion to the same or a greater extent than that which we now maintain toward out-moded products. For, from this time on, products and their packages are inseparable.

NOT THE LAST CALL



SINCE the announcement, in the August issue, of the 1933 All-America Twelve Package Competition, there has been a constant influx of package entries. Taking stock of these, we have mentally cast our guess as to probable winners only to find that with the next mail we must change our decision.

Not the last call, this, for there is still time to submit your package before the competition closes on January 6. Neither can we say "first come, first served" because when the judges get into action their job is to rate all packages regardless of their arrival. But it is quite a task to record, classify and arrange the entries and especially when they pile up at the last minute. So you'll be doing us a favor if you'll simplify that part of the job—by sending in that entry *now*. And we've plenty of entry blanks if your supply is insufficient.

A. E. A. Burkham.



BEAUTY PRODUCTS are in a *Beauty Contest*

Every Day . . . in the window, on the counter, on the shopkeeper's shelves

In every store that sells cosmetics there's a beauty contest every day . . . A thousand critical feminine judges come searching for new beauty aids. Creams, powders, lotions and lipsticks stand or fall, win or lose in sales, *not by hidden merit* but by visible package appeal. ¶ Give your product a *chance* in this package parade. Add to its inherent quality and its good name a distinctive outward beauty of its own. ¶ DENNISON is in the business of creating packages that catch and hold the eye, suggest quality, lift products above competition, make them sell. Let us tell you how this Complete Packaging Service can help you.

See *Dennison* first

DENNISON MANUFACTURING COMPANY, Dept. K-227
Framingham, Mass.

Please send further details of the unusual service behind
Dennison's packagings. We are checking items
in which we are interested.

- ☐ Tags ☐ Boxes ☐ Seals ☐ Displays
☐ Printed Cellophane ☐ Labels ☐ Package Inserts

Name

Firm

Address

City State

(Continued from page 57) display throughout the summer in connection with A Century of Progress.

The purpose of these exhibits is to bring to the attention of industry, the results of the company's practical research. In every case, executives have welcomed the opportunity to learn of the latest developments in weighing equipment, and this enthusiastic reception influenced the Toledo Scale Company to continue these displays and to build a special truck to make them available to a greater number of representative cities.

During the past three years, the Toledo Scale Company has been engaged in a most comprehensive research program. In August, 1929, it organized a subsidiary company, Toledo Precision Devices, Inc., for the manufacture of special scales, testing equipment and similar devices. Already it has developed hundreds of devices; for proportioning concrete, for classifying automobile connecting rods, for measuring textiles, for packaging coffee to a new high degree of accuracy, for measuring out felt for hats and for many other purposes. The Toledo Fellowship at the Mellon Institute of Industrial Research developed for the Toledo Scale Company for use on its scales, Plaskon, a ureaformaldehyde resin. However, it developed that this material was suitable for many other purposes. Plaskon is essentially a chemical product. Hence, an entirely separate company, Toledo Synthetic Products, Inc. took over the manufacture and distribution of Plaskon.



The National Recovery Administration held a public hearing on Oct. 3, at the Mayflower Hotel, Washington, on the code of fair competition for the set-up box industry, filed by the National Paper Box Manufacturers Association, claiming to represent 75 per cent of the total volume of the business of the industry. Deputy Administrator W. W. Pickard presided.

The code provides that no employes in the industry shall work more than 40 hours a week with the following exceptions: executives receiving \$35 a week, maintenance crews, the latter to work not more than 168 hours in any period of four successive calendar weeks; watchmen, 48 hours a week; provided that in an emergency the maximum hours shall not apply, but in no case shall such employes be required to work more than an average of 40 hours per week in any three months' period, or more than 48 hours in any one week; and provided further that in continuous processes of operation hours limitations shall not apply to employes engaged in preparing for the succeeding run, nor to highly skilled operators when such would result in serious loss or would deprive other workers of employment. Minimum wage for factory workers 32½ cents per hour except in the South, where it shall be 30 cents an hour; for other than factory workers and commissioned salesmen \$13 per week, except in the South, where it is fixed at \$12 per week.

Far from being a novelty premium or a toy, the Norton Camera is a real camera and takes real pictures, being endorsed by the Eastman Kodak Company as the only small camera for which it makes films. These "little fellows" are being sold at the Century of Progress at the rate of five to seven hundred a day. They are also being distributed through Sears Roebuck and the 120 distributing points of McKesson & Robbins and through Parsons Drug chains.

Unusual products demand unusual displays. The accompanying illustration shows the display used to feature the Norton "pee-wee" camera, incidentally the first camera ever to be molded of plastic material. The display also shows reproductions of a number of snapshots taken by the camera, prominently placed on the folding display card. A circle is used to focus attention on the camera, and below, another circle calls attention to the price. The camera itself is molded of black Durez by Norton Laboratories, weighs but a couple of ounces, and is only three-and-a-half inches in height.



Lower your **SELLING COSTS** with a *better package*

A package improvement is one of the most effective ways of lowering selling costs.

A modern, outstanding package finds quicker acceptance with the trade. Retailers give it better display. The public buys more readily. At every point along the "selling front" the superior package has less resistance to overcome. All this results in definitely lower sales expense.

Many ways of improving a Package

Moreover, the saving made in selling cost is often accompanied by a definite *saving in production cost*—due to the greater efficiency of modern machines.

The extreme versatility of our large line of machines admits of a great variety of package improvements. You may produce a package that keeps your product in better condition than competitors' products . . . the package may show the goods off to better advantage . . . it may afford greater convenience to the user . . . you may offer the product in various sized packages (a single adjustable machine handling all the sizes).

We will be glad to give you information and assistance in developing a package improvement. Get in touch with our nearest office.

PACKAGE MACHINERY COMPANY Springfield, Massachusetts

NEW YORK

CHICAGO

LOS ANGELES

Peterborough, England: Baker Perkins, Ltd.



PACKAGE MACHINERY COMPANY

Over 200 Million Packages per day are wrapped on our Machines

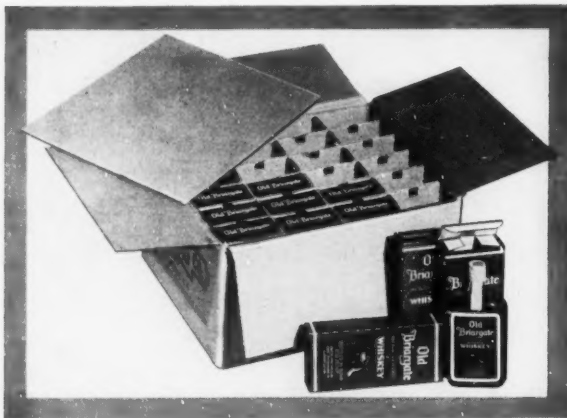
MACHINERY—SUPPLIES

Included in this department are the new developments in Packaging Machinery and Equipment and Package Supplies, briefly described for the service of our readers

OFFICIALLY APPROVED WHISKEY CASE

OFFICIALLY approved by the Bureau of Industrial Alcohol for the shipment of bonded liquors is a new case, developed by the Container Corporation of America, 111 West Washington St., Chicago, and now being used by many distillers of bonded liquors.

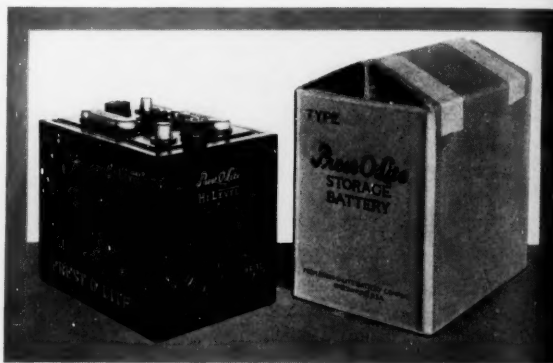
It is stated that the paperboard case offers many advantages in economy, protection, sales appeal and ease of handling. The sturdiness of this paperboard case is said to virtually eliminate the possibility of loss from breakage and in addition the container is pilfer-proof. The smooth fibreboard walls permit attractive printing of brand and company name in several colors. The display value and clean, attractive appearance of this case appeal to the consumer. The solid fibreboard is water-proofed to resist moisture penetration, and has great durability under moist storage conditions.



Particularly interesting at this time are the construction features of the official whiskey case. Outer container is to be of solid fibreboard not less than 0.1 in. in thickness, and having a bursting strength of not less than 350 lbs. per square inch, Mullen or Cady Test. The manufacturer's joint shall be suitably stitched with rust-resisting steel staples, and the outer flaps of the top and bottom shall meet at the center of the case. The top, bottom, and sides of the case must be lined with double-faced corrugated board not less than 3/16 in. in

thickness and with a bursting strength of 200 lbs. The bottles are separated by partitions made of the same material, tightly fitting inside the case. The usual specifications for Government marking are required on one side of the case, such as the number and district of the distiller at which the spirits were produced, etc.

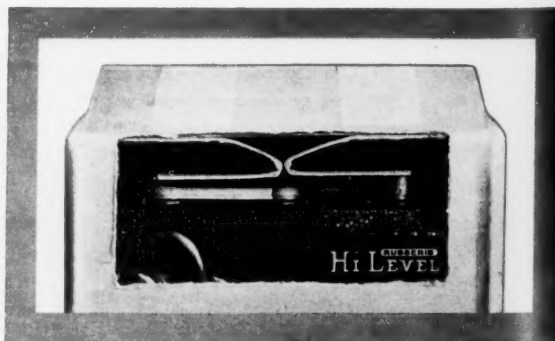
Top and bottom of the case are secured by gluing the entire surface of the inner flaps to the top and bottom liners and the entire inner surface of the outer flaps to the inner flaps with silicate of soda or an equally efficient adhesive. In addition to being so glued, the cases are to be further secured by drawing a wire of not less than 12 gauge around the box about 4 in. from each end. In addition to these specifications, the boxes must, of course, comply with Rule 41 of the Consolidated Freight Classification.



SHIPPING CONTAINER FOR STORAGE BATTERIES

AN improved shipping container for storage batteries which has received favorable comment from the trade, was recently introduced by Prest-O-Lite Battery Company, Inc. Produced to the battery company's specifications by the Container Corporation of America, this container is of solid fibreboard construction. The design, for which patent application has been made, embodies several unusual features.

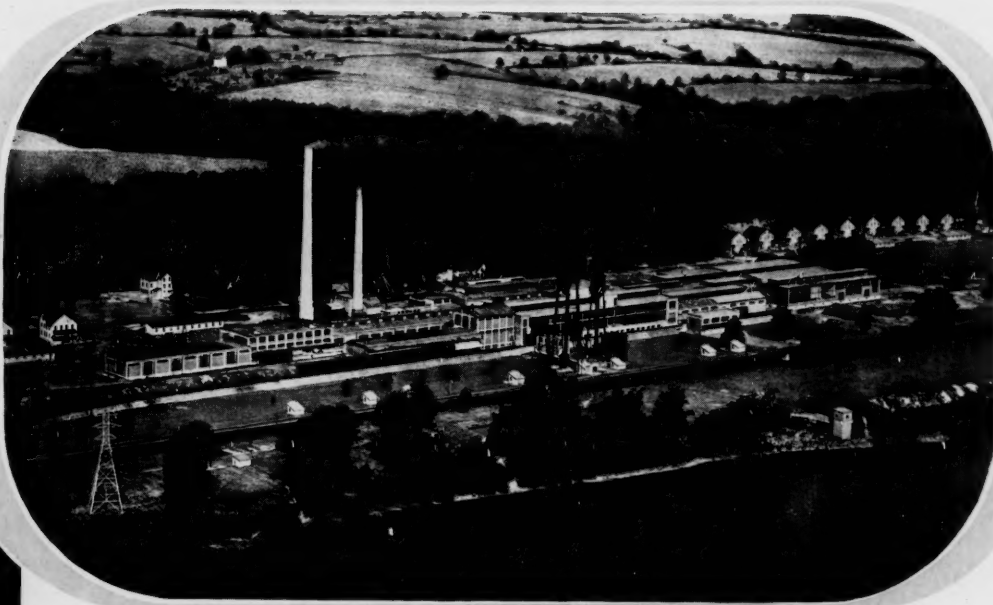
One of these is the "dog-house" or "peak top" con-



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PAPER TO MEET *Your* PACKAGING NEED

NOT long ago it was thought that one or two papers might easily be used for every packaging need. Today the growth of packaging has resulted in a keener analysis of packaging problems. In the one Riegel Mill shown above—the largest of its kind in the world—over 100 different papers are made to fit the specific packaging needs of various manufacturers. Coconut, gelatin, pipe tobacco, cake, coffee, cereal, soap, pharmaceuticals, textiles—countless industries each have their special wrapping and lining problems which have been solved economically by a Riegel Paper.

If you're faced by some production problem, bringing out a new package, dressing up an old one, or just frankly trying to cut your packaging costs—write us your story today. To manufacturer, printer or advertising agency we offer unbiased advice based on experience and research work in many fields, without charge, of course.

RIEGEL PAPER CORPORATION

342 Madison Avenue, New York, N. Y.

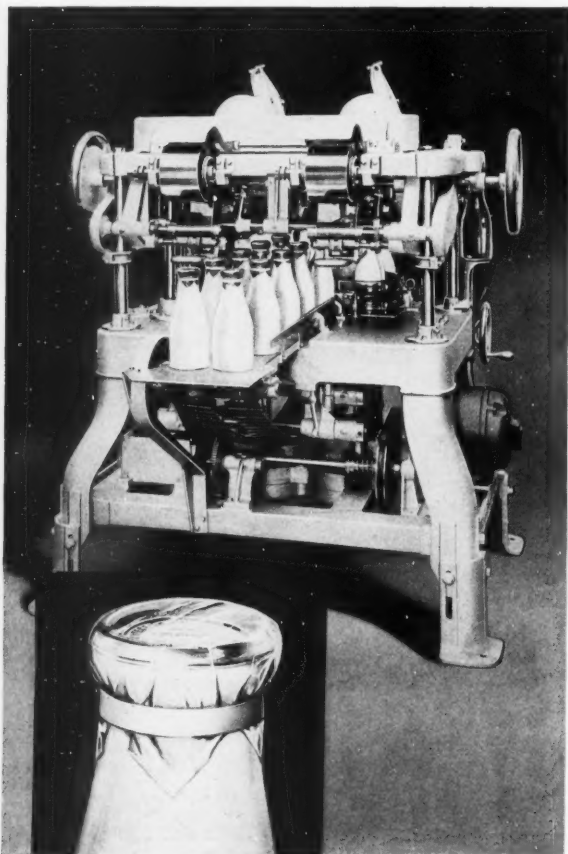
**OUR
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ON
REQUEST**

struction which discourages placing the battery in any but an upright position, thus guarding against the spilling of acid. In case batteries are stacked, either in shipping or in storage, the construction is such that the weight of the upper batteries is carried by the containers and not by the batteries in the lower tiers.

A still further advantage of the new containers is that the open-end construction of the "dog-house" provides a finger hold *above* the closed top of the carton, making for easy handling without the necessity of having a finger hole opening in the carton itself, which would allow dust and dirt to enter the container and soil the merchandise.

As will be noted from the illustration of the container which has been cut away to show the internal construction of the carton, the box is considerably taller than the battery which it is to accommodate. This permits a folding under of the elongated sides, providing a cushion within the carton in addition to that provided by the double "V" of the "dog-house" top. The carton meets the requirement of the Bureau of Explosives and the I. C. C. regulations for L. C. L. as well as carload shipments.

Coincident to its introduction of the new shipping carton, Prest-O-Lite also introduced to the trade a series of modern battery designs which tie in with the modernistic trend in package designs. One of these new batteries is shown, with its shipping container, on the foregoing page.



In the packaging of chloroform, Squibbs, Pfizer and Mallinckrodt make use of Filma-Seal and C. T. screw caps, the double seal of cap and film, supplied by Ferdinand Gutmann & Co., Brooklyn, N. Y. Chloroform and all volatile products must be sealed in a manner to prevent evaporation and leakage. The Filma-Seal is unique in that performance and experience of many nationally known users indicate it to be the tightest seal of its kind.

TRANSPARENT MILK BOTTLE SEAL APPLIED BY NEW MACHINE

A NEW machine for automatically sealing milk bottles in a transparent hood, made of Cellophane, Sylphrap, Kodapak or similar material, is being introduced to the dairy industry by the Package Machinery Company of Springfield, Mass.

This machine is said to operate at a speed of 80 bottles per minute, and it can be synchronized to the filling machine. The transparent material of which the hood is made, and the waterproof tape that seals it, are both fed from continuous rolls. The machine automatically cuts the material and forms it tightly around the neck of the bottle. The tape band is sealed with waterproof glue. The machine can be introduced directly into the production line, as it is equipped with feed and discharge conveyors to eliminate any extra handling.

It is claimed that this machine-made transparent hood, known as the Crystal Cap, costs less than other hoods giving similar protection. The transparent material may be obtained in a variety of colors, in addition to the plain type. It has been found that the contrast of color against the white bottle adds to the attractiveness of the seal. The seal comes well down over the pouring lip of the bottle, giving complete protection. It is waterproof, tamper-proof, can be opened without the aid of an implement, and has been tested in actual dairy use for a period of about two years to prove its entire dependability.

In addition to the machine which operates at 80 bottles per minute, there is also available a smaller model operating at 30 to 45 per minute.

COLORS THAT SELL...



WHAT are the colors that sell? Our answer is all colors, any colors perfectly blended together in a design that implies quality and character for the product. Heekin not only specializes in the perfection of color lithography on metal — but in assisting anyone to improve, redesign or create an entire new package. Heekin colors have materially assisted hundreds of products in their daily appeal to buyers.

You'll find them in windows, on counters and on shelves of hundreds and thousands of retail establishments — each container a perfect reproduction of the original design in color arrangement and absolute trueness in colors — each one inspiring confidence in the buyer — each one bidding for its share of the business. Heekin is ready to serve you regardless of your requirements. THE HEEKIN CAN CO., CINCINNATI, O.

HEEKIN

Lithographed

CANS

WITH HARMONIZED COLORS

HANDY FOR STAPLING

ANYONE having an operation which involves packaging will be interested in the new pocket fastener, announced by Bostitch Sales Company, East Greenwich, R. I. This unique device may, as the name implies, be slipped readily into a pocket but is, on the other hand, definitely not flimsy or frail and is said to

do a real job of stapling.

A particularly interesting feature of this tool is that the operator can keep it continuously in the hand while working and yet, by means of the special "ring-grip," still have both hands free. The fastener hangs from a finger until needed.



Fig. 1

Then it can be snapped up into operating position in a flash. It is so light that it does not noticeably affect the normal movements of the hand and the time ordinarily consumed in picking up and laying down is eliminated by the novel feature. This device is particularly useful to retailers in putting up goods at the point of sale. Manufacturers whose products are normally sold in bulk are coming more and more to the idea of packaging, whether at the factory or at some other point in their distributing set-up and this new fastener fits very nicely into the picture for them.

Loading is done by means of a special front feed, which is quick and convenient, and the entire operation of the device is extremely simple. The magazine holds a clip of 105 staples which avoids the necessity of continual recharging.

The Bostitch Pocket Fastener is designed for use in either a horizontal or vertical position, whichever is most adaptable to each particular piece of work. Both methods of using it are shown in the illustrations. Fig. 1 shows the horizontal and Fig. 2 the vertical position.



Fig. 2

TWO PURPOSE—TAPE DISPENSER AND LABEL MOISTENER

SHOWN in the accompanying illustration is a label moistening device which is a part of the Link gummed tape dispenser, manufactured by L. Link & Company, Inc., 149 Lafayette St., New York.

It is said that the operation of the dispenser is simplicity itself. There is no waste of time in setting any gauges. Numbers in plain view of the operator enable one at a glance to release any length of tape desired, and as the tape is withdrawn, it is thoroughly

moistened and cut at one stroke—ready to be attached to the carton or package.

The advantage claimed for the label moistener is that its use enables the packer or shipper to attach the



labels or stickers at the same time as the carton is sealed, thus saving additional handling.

The general use machine is adapted for tape 2 in., 2½ in or 3 in. wide and for labels 3¾ in. in width.

MOLDED JARS UNDER TEST

THE Durez jar shown in the illustration was put on test on Sept. 4, 1931 and was filled with a water-base vanishing cream. It was then sealed tightly, without a liner, and put on a shelf, duplicating drug store conditions. Recently the jar was taken down for photographing and was examined carefully. The cover screwed on and off easily, there was no cracking or checking, the surface lustre was like new and the vanishing cream was in perfect shape. There was no rancidity, no odor, no dryness, and the cream was as fresh and moist as the day it was put in.

This test would appear to indicate the adaptability of molded jars to products of the type mentioned. In this instance there is absolute evidence that the product did not show any disintegration nor was the container affected in any way.





THE FIRST STEP!

In working out a packaging problem of any kind—whether it involves designing, production, or merchandising—it is always helpful first to see how similar problems have been handled by others.

The Permanent Packaging Exhibit will enable you to do this quickly and economically. In half an hour at this exhibit, you can acquire more information and knowledge about packaging, than you could learn from months of research work. For here are displayed hundreds of packages of every conceivable kind; catalogs and photographs describing packaging operations and the machines used for them; samples of wrapping materials, labels, tying ribbons, seals, metal and molded caps and many other accessories.

PERMANENT PACKAGING EXHIBIT

Sponsored by the Publishers of Modern Packaging.

425 FOURTH AVE.

NEW YORK, N.Y.

OCTOBER, 1933 67

PACKAGE IDENTIFICATION AND PROTECTION

(Continued from page 42) face of things, most packers would have welcomed permission to dispense with the omnipresent bird. In the case of many a harmonious package—especially in the case of the smaller packages—there is obvious risk that the “balance”, or ensemble, of the package design might be upset by a Blue Eagle rider slapped on at random. But the sweet of this emancipation has been mixed with the bitter of an announcement by the Agricultural Adjustment Administration that the reason for the request to packagers to waive the supplementary labeling is “the increased cost to the consumer”. It smacked of the heresy that all indentifying and protective dress-of-goods is an unnecessary tax or burden upon the consumer.

The supervision of the use of the Blue Eagle emblem is, of course, primarily the responsibility of the N.R.A. rather than the A.A.A. And it is significant that the National Recovery Administration, in communicating the exemption for individual packages for the retail trade, made this a concession rather than a compunction. And, in lieu of the unit labeling, asked packers to stamp or brand the N.R.A. insignia on the shipping cases or wholesale containers carrying consumer units. Presumably this calls for the mounting of the Blue Eagle on display containers. If the episode of label suppression did not have its serious side in magnifying the popular conception of packaging costs, practical packagers would get a hearty laugh out of the declaration at Washington that the total cost of tiny labels on all food packages would run to “many million dollars annually”.

While disposing of false alarms, it is worth while to pay respects to a misunderstanding that has arisen in packaging circles in respect to an impending revision of State Trade Mark laws, as these affect packaging. In several States—New York being prominent in the list—moves are afoot to have State legislatures bring up to date the laws providing for State registration of trade marks. Many of the State laws on this subject were enacted upward of two score years ago and are sadly out of step with modern conditions.

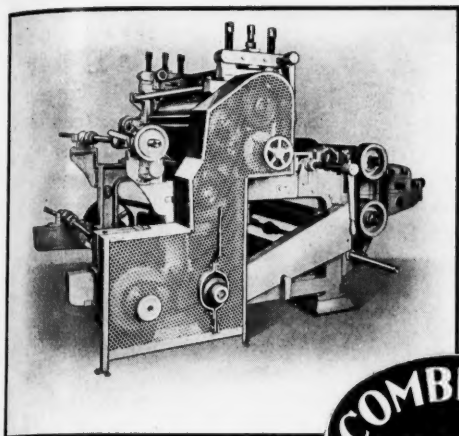
Where packers have needlessly taken alarm is in respect to the supposed threat to the future status of the package as a trade mark support or trade mark carrier. Actually there is no harm impending. Some of the State laws, as drawn years ago, provide only for the registration of trade marks which are in use on “packages”, containers or receptacles. It is proposed to now enlarge the scope to admit marks which are branded directly on articles of manufacture. But that does not mean that, as some packers have feared, protection is to be withdrawn or modified in the case of trade marks on packages. Package-marks, under the contemplated new laws, will have as much, if

not more, protection than they had before. The change will be that appropriate protection will be accorded also to marks on the goods proper. This extension stands to be a positive benefit to packers who, for any reason, find it an advantage to label package contents rather than to mark the containers. As, for example in “art” or gift packages which it is not intended shall have a “commercial atmosphere”.

FROM one standpoint, quite the most notable recent gain in the cause of package protection is to be found in the Federal court decision vindicating the inviolability of the combination package. To grasp the importance of the salvation of the special “combine”, it is necessary that one have the perspective of the situation which has recently grown up to the jeopardy not only of combination packages but even of the lengthening category of mounts, boots, trays, pedestals, etc. for joint display of associated packages. The whole mess has come of the cupidity of a few retailers who, for the sake of brief gain, imperiled the success of the institution based on the offer of two or more cooperating packages at a special inclusive price.

For some time past packers of combinations—whether of related or unrelated products—have been uneasy over the tactics of a few retailers who have been breaking up combinations and selling the individual units at full list prices. The unscramblers have persisted even when the elements of a combination have been tied together or “locked” in a consolidating container designed to melt the members into a composite package entity. In the case of standard items it has, of course, been easy for the package disrupters to market the units independently. And in the case of new or unestablished products, hitched to line leaders for introductory purposes, the circumstances that the combinations usually have the benefit of national or regional advertising has been sufficient to enable the merchants to find outlets for the minor members as well as the major members of a combination.

But what could the combination packager do about this breaking-up of the package-family after it left his hands. It was not, at first realized, that the courts might be persuaded that this was illegal. It remained for Coty, Inc., the perfumery firm, to make a test and to fight it through. The outcome is the current decision by the U. S. Circuit Court of Appeals against Weissbard Brothers of Newark, N. J. which, in effect, denies to distributors the right to tamper with or disassociate the sub-packages or component-packages of a combination which has been advertised as such at a special price or for a set period. For package suppliers the vindication is no less welcome than for packers because the violation of combination packages threatened, if unchecked, to destroy the market which has grown up for consolidating or bundling packages and cover-all outer wrappers.



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WALDRON Combining Equipment is designed and built throughout to positively prevent disastrous results of faulty combining methods. Whether you use Hot Melt, Cold, Latex or Lacquer adhesive, you can be certain of better combining with Waldron equipment.

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Cellophane with paper, board or cloth—paper with paper—paper with cloth—and similar combinations with foil.



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If you want a strong, dependable bond for transparent cellulose bags, window cartons, wrappers—you'll be delighted with the results obtained with UPACO ADHESIVES. There's a formula exactly suited to your requirements—with adaptability to the method of application.

We invite your inquiry with reference to any adhesive problem. An up-to-date laboratory and skilled chemists are at your service.



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MEDFORD, MASS.

Preserve your Label and Protect your Prestige

Your own design or trademark, processed as an integral part of Hycoloid Containers, permanently identifies your name and product. A special method of processing makes the label a part of the package itself, its indestructible quality preventing flaking or cracking. Your label accurately reproduced in design and colors.



Aside from the substantial saving in label costs, this permanent label possesses merchandising value, as its high lustre and beauty-appearance give distinct individuality and attract favorable attention.

Hycoloid Containers are seamless and odorless—Flexible but Non-breakable. They fill many purposes of glass without its fragile hazards.

30% lighter than glass
Hycoloid reduces shipping costs

Made in vials, bottles, jars, and tubes, in its natural tone, which is colorless, with the visibility of glass, or in practically any color desired. Supplied with transparent or opaque finish. Caps may be screw, molded metal or cork.

Let us help you save in packaging. We have the answer to many problems.

**HYGIENIC TUBE
& CONTAINER CO.**

46 Avenue L Newark, N. J.

Hycoloid

in tubes, jars and vials

SPEAKING of fresh legal support for the rights of packagers, we must hail also as a milestone of progress the latest triumph of the Gillette Safety Razor Company in defense of its distinctive packages. It all came of the effort of an individual, Lewis W. Gillette, to capitalize his name, and the initial "G" as a trade mark for shaving cream. While the familiar items of the Gillette Company's line are the razors and blades, the company also manufactures a package shaving stick of which more than two million have been sold, and a shaving brush of which the sales are running 41,000 a year. So that the Gillette company has ample reason to oppose the appearance in the market of any package dress or package labeling that might cause consumer confusion or open the way to substitution.

Perhaps the most damning evidence was the set-up of the package of the sharer of the name Gillette. Conspicuously displayed on the rival carton was the statement "Gillette Shaving Cream is especially recommended for user of Safety Razors". Furthermore, the name "Gillette Shaving Cream" has been given prominence in the typographical lay-out of the package whereas the name of the Gillette Shaving Cream Co. of Pittsburgh, as manufacturer, is placed at a point remote from the trade mark. The razor company also pointed out that if the later appropriator of "G" and Gillette were allowed to register his trade mark he would be in a position to record this registration with Collectors of Customs at the various ports of the United States and could thus hold up or delay importations of packaged shaving soap under the trade mark of the Gillette Safety Razor Company. The upshot of the controversy was that the U. S. Court of Patent Appeals upheld the tribunals at the Patent Office in refusing a trade mark franchise to the second exploiter of the name. It all boiled down to a reaffirmation of the principle that a person has a right to use his own name in connection with his business but that he has no right to "dress", or package, his goods in such manner as to deceive intending purchasers and induce them to believe that they are buying the packages of another marketer of the same name.

UNIL the National Recovery Administration has, by its supervision of the Trade Practices Section of the Fair Competition Codes, let it be known in what manner and to what extent, if any, it will countenance resale price fixing the fate of packaging will hang in the balance. There was a time when specialists in packaging and packaging design felt that price cutting and price maintenance were none of their quarrel. Whatever be the ethics, or the economics, of the issue it was assumed that the physical considerations and management policies of packaging were not affected by wholesale or retail price quotations, especially if the price was not printed on the package.

Latterly, has come the realization that the price fixing issue makes intimate contact with the practical side of packaging and package merchandising. The closer connection was due, first, to some of the consequences of the growth of private branding. Now to draw the ties the tighter, we have the proposition to put over price maintenance—so long pigeonholed in Congress—via the N.R.A. codes. How far certain groups are ready to go under the N.R.A. program, is well illustrated by the code proposed by the National Stationers Association which not only calls for carefully-restricted price maintenance but demands from supplying manufacturers advance statements of sales policies indicating, for example, the extent of distribution direct to consumers.

How the price complex may undermine the status quo of packaging, via private branding, "fighting brands," etc., has been well instanced in the soap field. It is claimed that substitutors "dodge the issue" by adroitly offering unwrapped alternatives for widely known or nationally-advertised toilet soaps. When imitation or near-imitation of a familiar, distinctive package would be likely to incur prosecution for unfair competition, if not for trade mark infringement, the side-stepper evades the issue by putting out his substitute, unwrapped. Mere similarities of color, form-of-goods, etc., afford scant foundation for an action at law and, if need be, the invader is prepared to urge in court, as part of his defense, the very fact that his goods are unpackaged thereby established a supposed dissimilarity. How this particular phase of price demoralization reacts upon packaging is further illustrated by the fact that certain packagers of national brands of soap, while sticking to packages for their standard items, are fighting fire with fire by marketing unpackaged, unbranded soaps at cut prices. Or are putting out fighting brands in cheaper forms of packages—a concession to conditions that must tend to lower the packaging standards of an industry.

TO what extent will the NRA cult of control-by-code insure the sanctity of original designs for packages or package features? This has been the moot question ever since the NRA came above the horizon. And it is yet very much of an open question. For two good and sufficient reasons. First, it has not yet been determined and cannot be, for some time to come, to just what extent and in what manner the National Recovery Administration will accept and support the principle of compulsory, mutual respect by manufacturers, etc. for one another's designs. Secondly, it remains to be ascertained (perhaps by trial-and-error experience) in some industries how workable is the proposed scheme, or any scheme, for voluntary deference to claimed rights of priority in exclusive designs.

A taste of the problems which require solution is afforded by the efforts of the Plastics Fabricators Association. This body has listed, as an unfair method

DuPont, Sylvania
and
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CELLO-GLUES

for Sealing Cellophane,
Sylphrap and Protectoid!

PERFORMANCE tells! To meet the ever-growing demand for MIKAH Cello-Glues, we had to expand our production facilities with a new building—exclusively for their development and manufacture!

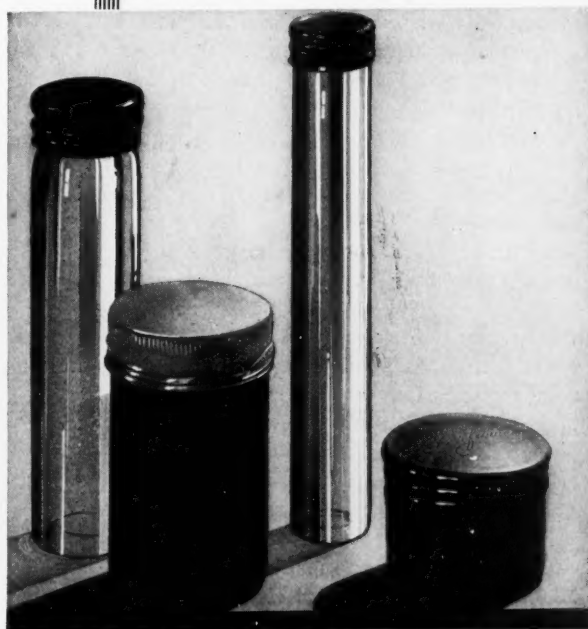


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Attractive
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Many manufacturers who formerly used glass containers are profiting by the numerous advantages of Lusteroid Containers . . . their unusual strength and toughness . . . their colorful appeal, and their exceedingly light weight. Glasslike transparency, opaque and transparent colors and pastel tints. Lithographed in colors. Being unbreakable, they are not damaged in transit; and their lightness in weight results in a big reduction in transportation charges.

Samples of sizes and styles suitable for packaging your product, gladly sent on request.

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CONTAINER COMPANY, INC.
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of competition: "The copying of designs or fabricated plastics articles produced by one employer by another competitor or his agent." But a string is tied to the prohibition by the attached reservations: "This paragraph shall not be effective only to the extent that any subdivision of the Plastics' fabricators' industry develops a plan for enforcement of this paragraph and if such plan is approved by the supervisory agency."

Just here, and with keen foresight, the producers of molded containers, and the other plastics fabricators, have put their finger on the tender spot in the whole proposition of design protection. The wonder is that the contingency has been so completely ignored by other code builders. Various groups, with the best of intentions, have solemnly denounced design piracy, even as they have similarly read out of church the "slack-filled" container or "deceptive" package, but with nary a provision or suggestion for the creation and perfection of the machinery necessary to enforce the rules or penalize violators. Even in the few well-organized industries which have maintained their own private design registration bureaus it has been recognized as one thing to provide a clearing house for designs and as something else again to conduct effective policing arrangements which will bring 100 per cent mutual observance of the design rights attested by registration.

Missionaries in the cause of package design security realize that the facilities of the NRA may, if intelligently utilized, afford just the authoritative resources that are needed to establish the honor system of design observance. But, knowing the need for something more than lip service, they are passing the word at Washington that no code with a design protective clause should be approved and accepted unless it provides for an intra-industrial or inter-industrial agency for holding all hands to their design pledges.

AMERICAN DRUG MANUFACTURERS ASSOCIATION—one of the most powerful trade organizations in the country—has just put its shoulder to the wheel in behalf of the ideal of universal and compulsory identification of packages. This is the second important step, this year—and a long step, indeed—toward the goal of obligatory "signature" of packages. The first step, as readers of MODERN PACKAGING have already been made aware, came when the official sponsors of the New Deal at Washington decided to incorporate in the proposed new Federal Food Act a requirement that every food package bear the name and address of the producer, packer, marketer or distributor.

Now comes the Drug Manufacturers group and, as a sequel to its proposal to outlaw the "counterfeiting" of specialty items and labels, projects a plan for the compulsory registration of trade marks, both national and state. This program, if carried out,

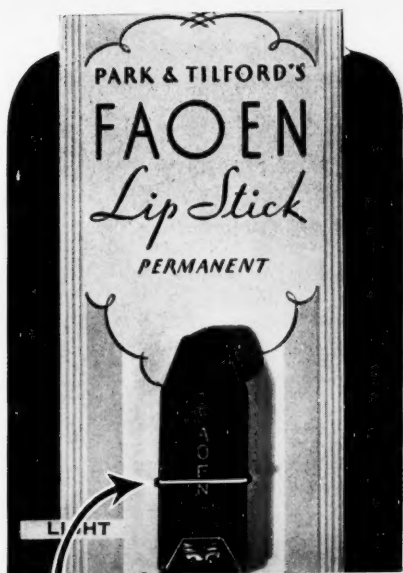
would not only tend to systematize and standardize package identification but it would exert powerful influence to decrease package-confusion arising from package-duplication since it would make it simpler and more practicable for every packager to ascertain in advance of design adoption whether his tentative package mark, color plan, etc., were already in use by any earlier comer in the field.

After the executive committee of the Drug Manufacturers Association had endorsed the principle of compulsory registration, it was explained to members of the association that it will probably be some time before Congress takes action on this question.

Meanwhile, the organized drug manufacturers are openly on the warpath against the practice which has grown in recent years of selling medicinal preparations under "blind" or fictitious package identifications—package inscriptions that are so indefinite as to mean nothing to either the trade or the public. The evil is blamed on the advent of cut-rate perfume shops and the so-called "pineboard stores." Believing that the trend to inadequate and faulty package identification will lead to package debasement and open the door to substandard products, steps have been taken to support the demand to be made of the next Congress for legislation requiring every packaged product to be correctly and clearly labeled with the actual name of a manufacturer or distributor.



Mickey Mouse Cello Ribbon is a new offering of the Dennison Manufacturing Company for gift tying purposes. Mickey (himself) is reproduced in colors and in characteristic poses, with appropriate greetings. Manufactured by Freyberg Bros., Inc.



It's
**BOSTITCH-
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*to this attractive
 display card*

By this attractive method of presentation, the manufacturers of Faoen Lipsticks have greatly increased the demand for their product. Small articles of merchandise—whether of glass, metal, wood, or other materials—are speedily and economically secured to cards by Bostitch—The Modern Method of Fastening.

Hundreds of Manufacturers are profiting by this effective merchandising plan.

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BOSTITCH SALES COMPANY
 East Greenwich, R. I.



Bostitch Sales Company, East Greenwich, R. I.
 Please send me free copy of "Guarding Against Profit Thieves."

Name

Address

The COLTON

CLIPLESS CLOSURE



Note what a neat, attractive finish is obtained by the Colton Clipless Closure. No clip is used.

The end of the tube is simply crimped and corrugated the Colton way. It makes a perfect seal, and reduces the cost of the closing operation considerably, for it eliminates all the expenses incidental to the use of clips.

Write for sample tube closed with the Colton Clipless Closure.

ARTHUR COLTON CO.

2600 East Jefferson Ave.
 DETROIT, MICHIGAN



No. 17. Automatic Tube
 Filling, Closing and Crimp-
 ing Machine

LOOKING BACKWARD AND FORWARD

By Ad. Hesive

Ad says: We look backward for experience and forward for achievement. All the mistakes and accomplishments of the past have had their part in laying the foundation on which the present rests, and there is more than just raw materials and labor in that foundation: There is the quality of the product, built in thorough exhaustive tests and years of experience; there is the service to the user, which includes assistance in solving difficult problems by packaging experts; and the integrity of the organization, which has withstood the vicissitudes of business for the past eighty-five years.

The Star Line of Adhesives is complete. Send for our circular "Cohesion and Adhesion" and "The Universe of the Stars".



BINGHAM BROTHERS COMPANY

(Founded 1849)

All Kinds of Rollers and Adhesives

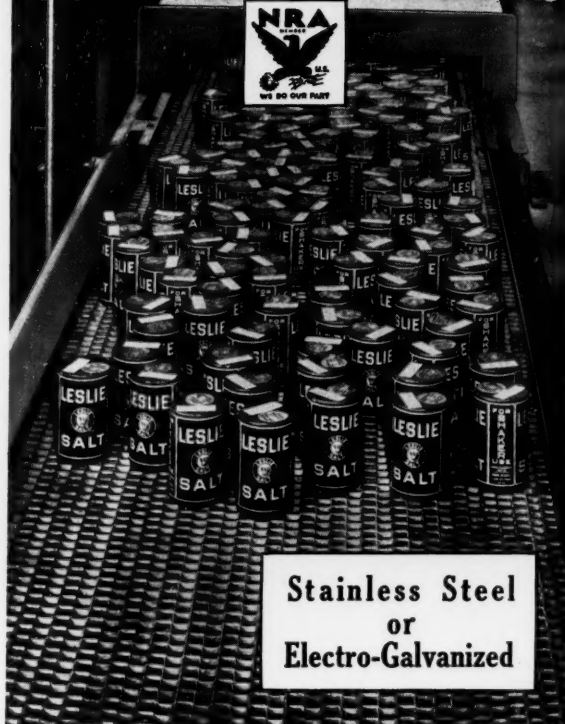
Plants:

406 Pearl Street
521 Cherry Street
980 Hudson Avenue
131 Colvin Street



New York, N. Y.
Philadelphia, Pa.
Rochester, N. Y.
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ACME STEEL-MESH CONVEYOR-BELTS



**Stainless Steel
or
Electro-Galvanized**

Acme Steel-Mesh Conveyor Belting is especially adapted for conveying products through processes such as baking, drying, washing, steaming, cooling, spraying, etc. It is also used in sorting assembling and many other manufacturing operations. The open mesh allows free circulation of air, water, steam, etc.

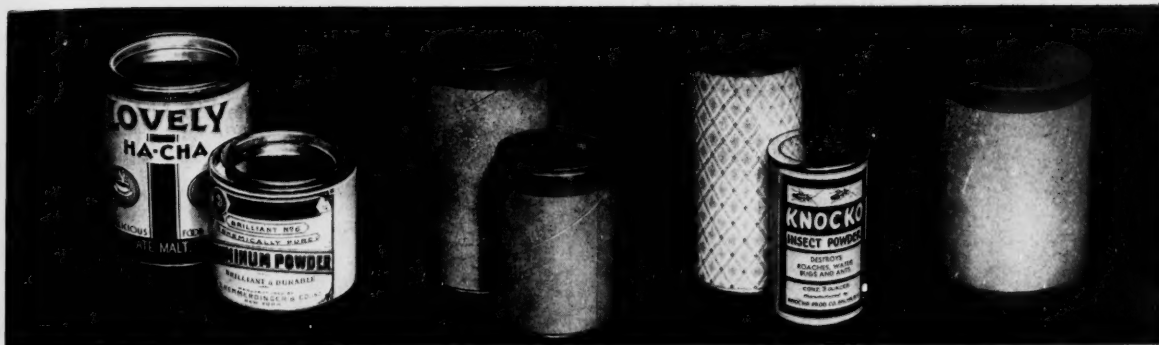
Acme Steel-Mesh Belting has five features that appeal to users of conveyors: 1. Longer life than ordinary belts. 2. Runs smoothly — does not weave or climb pulleys. 3. May be lengthened or shortened by a simple operation. 4. Worn sections are easily replaced. 5. Endless. No limitations as to length.

Most lengths of Acme Conveyor Belting can be driven by 18 inch friction drums. For long lengths, sprockets are recommended. Widths of approximately 2 inch intervals, are available up to 60 inches.

Write for free sample, specifying use and whether Electro-Galvanized or Stainless Steel is required.

ACME STEEL COMPANY

General Offices: 2843 Archer Avenue, Chicago
Branches and Sales Offices in Principal Cities



FRICTION
PLUG TOP

TIN SLIP TOP
DRY DRUG PACKERS

REVOLVING
SIFTER TOP

ALUMINUM
POURING SPOUT



FLUSH COVERED
PAPER BOX

CROSS PILFER-
PROOF MAILERS

DREDGE-
WHEEL TYPE

UTILITY CONTAINERS BY CROSS

Our line covers every need for cylindrical fibre, paper and composite packages.

We shall be glad to consult with you on your packaging problems.

CROSS PAPER PRODUCTS CORPORATION

THIRD AVE. AT 140TH ST.
NEW YORK, N. Y.

Folding cartons must not be merely containers. They should be so designed and constructed as to play an important part in the merchandising of products.

We have exceptional facilities for creating and producing cartons of outstanding originality and effectiveness from a sales point of view. Modern high-speed equipment enables us to manufacture cartons in all sizes, styles and shapes—at reasonable prices.

Inquiries are solicited from concerns seeking expert assistance in their packaging problems.

BERLES CARTON, Inc.
2107-41st Ave., Long Island City
New York

Phone—STillwell 4-2400

ATTRACTIVE CARTONS CREATE SALES



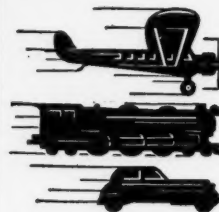


WHEELING STAMPING COMPANY

Factory: Wheeling, W. Va.
B. E. Stover, Sales Manager

Representative: Geo. K. Diller
90 W. B'way, New York

On your way to Chicago to the



*Century of Progress
Exposition . . .*

Stop in St. Louis

A modern American city . . . rich in historic lore . . . 19 miles of river front . . . sixty-five city parks . . . world-famous zoo . . . Shaw Botanical Gardens . . . art galleries. Many other points of great interest . . . the world-renowned Lindbergh trophies exhibit and Municipal Opera, worth the visit alone.

Directly on your route to Chicago from the South, Southwest and Southeast.

At The American and American Annex Hotels you will find an air of hospitality and the utmost consideration for your comfort, meals that are the talk of experienced travelers everywhere. Special diet menu for those who need it (sent free on request) and prices that are surprisingly low.

Rates from
\$1.50

THE AMERICAN HOTEL THE AMERICAN ANNEX

"On the Plaza"

Market at 6th and 7th

St. Louis, Mo.



Eye Appeal!

OFTEN it happens that the Fancy Box of most simple design compels greatest attention and leads to the ultimate sale.

Prominent American concerns have always looked to "HATCH" for the *unusual* . . . and none have yet been disappointed! Communicate with us and take advantage of our creative idea service.

The C. F. **HATCH** Company
Lowell, Mass.



A MODERN PLANT CATERING TO THE
NEEDS OF THOSE DESIRING THE LAST
WORD IN FANCY BOXES



Presenting a Series
of MODEL
FOLDING
CARTONS
in behalf of

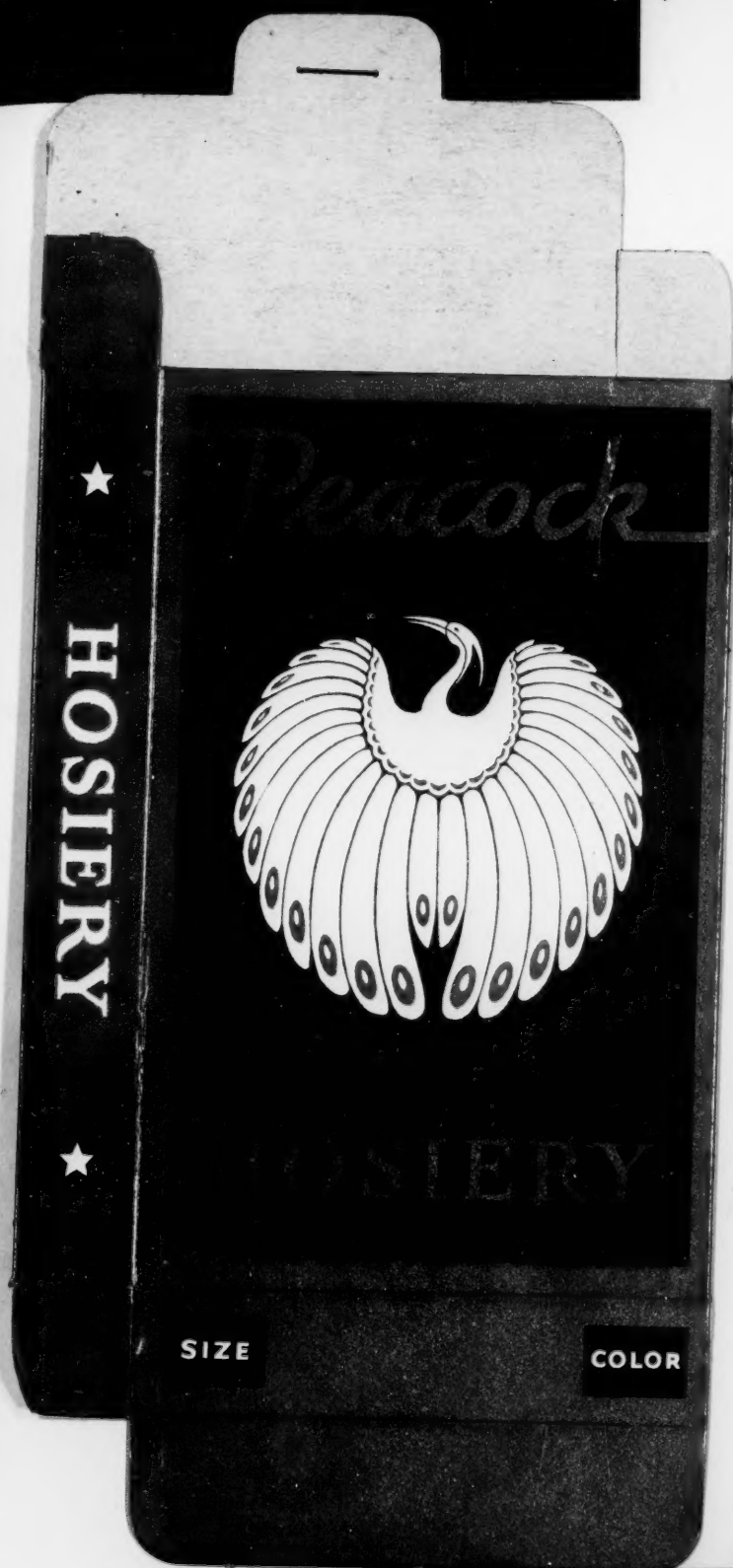
Ridgelo
CLAY COATED

FOLDING BOXBOARD

- ★ This is the first of a series of original cartons, created by leading designers and reproduced on RIDGELO Clay Coated Folding Boxboard.
- ★ The object is to suggest distinctive treatments for packages in various specific product groups. Conventional in shape, the cartons depend on design, color, printing and on RIDGELO for their attractiveness.
- ★ The accompanying design was created by Arthur S. Allen, New York. It is typical of the simply effective rendering of this authoritative colorist. The printing is in two colors and gold on RIDGELO Clay Coated one side Folding Boxboard Double Lined .016.
- ★ We suggest that you keep this insert and every RIDGELO insert for the next few months. They will form an interesting collection of modern folding box designs.

Made at
RIDGEFIELD, NEW JERSEY
by
LOWE PAPER COMPANY

CANADIAN REPRESENTATIVE
W. P. Bennett & Son, Toronto
PACIFIC COAST REPRESENTATIVE
Blake, Moffitt & Towne, Los Angeles





"FILMA-SEAL"

(the double seal of cap and film)



Prevents evaporation and leakage of Chloroform and other volatile products.

STOPS Tampering and is a guard against Counterfeiting.

Furnished with our C.T. Screw Caps or inserted in your plastic caps.

Quickly applied. No added labor cost.

FERDINAND GUTMANN & CO.

Established 1890

BROOKLYN, NEW YORK

U. S. Patents—Trade Marks Reg.—Pats. Pending



The envelope moistener shown above was designed and the parts molded by us. Plastic Molded Parts do not rust nor corrode for they are resistant to moisture and most acids. Plastic Molded Parts are light, strong, durable, and have a lasting finish that withstands hard usage. Their lustrous beauty gives added sales appeal to any product. If YOUR PRODUCT lacks eye-appeal, the use of plastic molded parts may give it that "snap" that makes it sell. Our design and engineering departments will cooperate with you to this end. Send for "The Story of Bakelite Molded Parts."

CHICAGO MOLDED PRODUCTS CORP.

2142 Walnut Street

Chicago, Ill.

PRINTERS' AND ADVERTISERS' TIME AND MONEY SAVING UNIFIED SERVICE

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BRASS STAMPING AND ENGRAVING

WOOD AND WAX ENGRAVINGS

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THIS THING CALLED "SALES APPEAL"



● The water-resistant feature of Resinox appealed to Tech-Art Plastics Company in selecting the material for molding the beautiful Ever-Sweet Deodorant jars, shown at the top right, for the Ever-Sweet Company, of New York.

Kuhn and Jacobs, of Trenton, N. J., produced the colorful salt and pepper shakers and soap dish in Resinox, for the American Household Manufacturing Company, Brooklyn, N. Y.

● What adds to a molded package the touch called "sales appeal"? Three things: a smart designer, a skillful molder and a fine molding material . . . Resinox, for instance.

Packages molded with Resinox have beauty, luster, strength. And a wide variety of pastel shades makes possible unusual color effects at little more than the cost of conventional colors. Odorless, water-resistant, Resinox may be the answer to your package problem. Your molder will know.

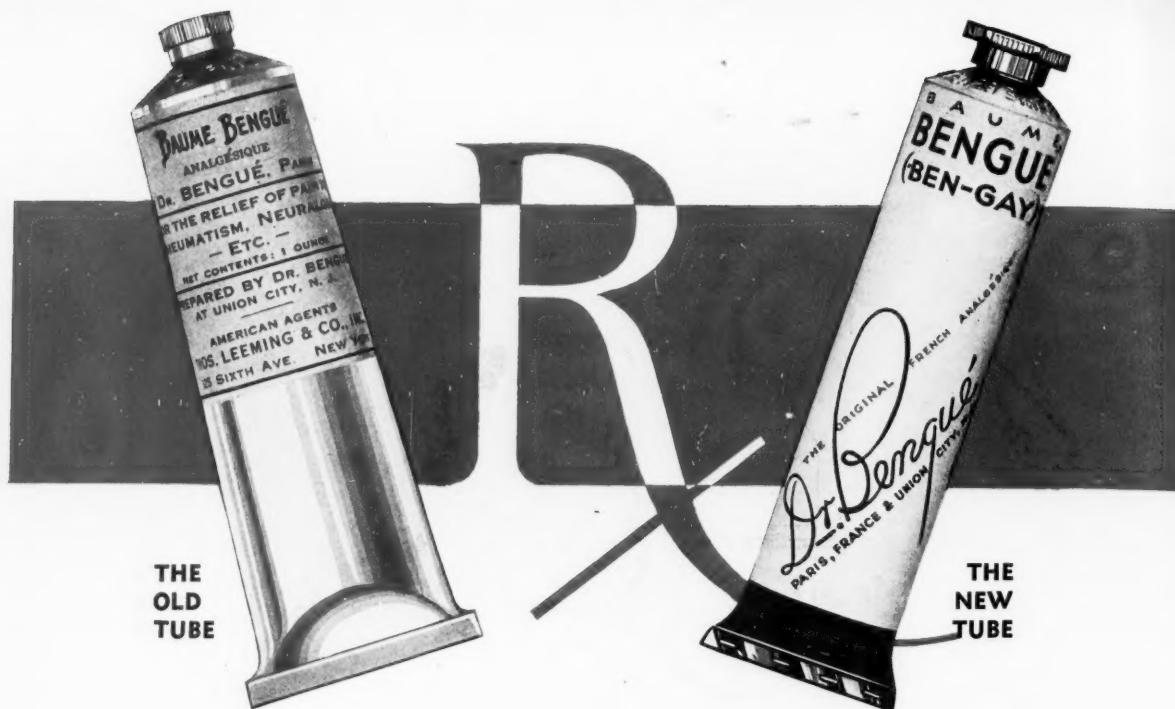
RESINOX

Molding Compounds Molding Resins Laminating Varnishes

RESINOX CORPORATION

230 Park Avenue, New York City

Subsidiary of Commercial Solvents Corporation and Corn Products Refining Co.



NEW "BEN-GAY" TUBE A BIG SUCCESS

It is just a year since the new lithographed tube for Baume Bengue was introduced to the public. It met with immediate favor and sales have shown a splendid increase. Not only have users expressed their approval of the new tube, but wholesalers and retailers, too, have acclaimed it a marked improvement over the old paper label tube. The new tube is lithographed in red and brown on a white ground.



We have produced the tubes for Baume Bengue practically from the beginning.

PEERLESS TUBES PRESERVE AND OUTLAST THEIR CONTENTS

PEERLESS TUBE COMPANY
70 LOCUST AVENUE
BLOOMINGTON, ILL.

★

IT LOOKS EXPENSIVE

BUT IS IT?

★



THIS handsome box is made of Durez. It contains two vials of Chlorosalsterol tablets, a new and costly medical preparation.

We illustrate it here because a good many people have asked how much such a box costs. It looks expensive. Yet with all engraved insignia, the lustrous colorful, chip-proof surface, the lightness of weight which cuts down shipping-bills, and the permanent toughness of this unusual Durez package, production charges *still* are down to a little more than the cost of an ordinary box.

When you want a quality container that looks the part, that

can be produced quickly, and in great numbers, turn to Durez!

Out of Durez are being made containers of every size, shape, and design for manufacturers of limited, exclusive products . . . for producers of ethical drugs . . . for makers of costly perfumes and cosmetics . . . for any business man who wants his product to gain in distinction and prestige!

Durez packages are strong and tough. They resist acids, heat, moisture, perspiration, gases. They are non-fragile, dent-proof. They come in a wide variety of colors. And they catch the wandering eye of the customer

and hold it! For facts, figures, samples, and a free copy of the interesting monthly leaflet, *Closure News*, address General Plastics, Inc., 210 Walck Road, N. Tonawanda, N. Y. Also New York, Chicago, San Francisco, Los Angeles.

(General Plastics, Inc., does not perform the actual molding operation, but supplies raw material to custom-molders with whom you deal. We will gladly arrange contacts with molders and designers when you so desire.)

DUREZ

REG. U. S. PAT. OFF.

THE MODERN MOLDING MATERIAL

PREFERRED DISPLAY POSITION IS AVAILABLE TO ATTRACTIVELY PACKAGED MERCHANDISE



Some of the Nationally Advertised
Labels and Box Wraps that we
Designed and Produced.

DOLLAR VALUE is not a matter of undervalued buying — bargaining at the time of purchase; but it is the **ATTRACTION** of design, **SELF-IDENTIFICATION** in packaging; the ability of the product, by its own identity, to get first place on the shelf of the dealer. A good merchandiser arranges his shelves to favor such attractive packaged merchandise.

The first real step in advance in label and package designing has started a regular parade of improvement.

As specialists in designing, as well as masters of production, we can, and gladly will, help you. Perhaps it can be handled by correspondence — if not, we will gladly call and help you plan and design modern packaging for your whole line or for any individual item.

MICHIGAN LITHOGRAPHING COMPANY
GRAND RAPIDS, MICHIGAN